

The American Perfumer

and Essential Oil Review

Registered in U. S. Patent Office.

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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CONTRIBUTING EDITORS

DR. CLEMENS KLEBER, Clifton, N. J.
Raw Materials.

PROF. CURT P. WIMMER, Columbia University, N. Y.
Toilet Preparations.

DR. EDGAR G. THOMSEN, Winona, Minn.
Soaps.

DR. R. O. BROOKS, New York.
Flavoring Extracts.

RICHARD B. FRANKEN, New York University.
Packages.

HOWARD S. NEIMAN, New York.
Patents, Trade-Marks and Copyrights.

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CONVENTION PROSPECTS

There is every prospect for complete harmony at the forthcoming meeting of the American Manufacturers of Toilet Articles which will consider a number of vital matters calculated to advance the industry along practical and progressive lines. The discussion at the last convention over the abuses in the hidden demonstrator system seems to have cleared the air, and members have gotten together more during the last year and have worked out their honest differences in a conciliatory spirit. The normal differences of opinion which were manifested at the last meeting have been toned down by twelve months of practical experience.

Some of the manufacturers who were among the leaders in the fight last year to eliminate the evils that had crept in the newly and rapidly growing demonstrator system, have increased their own use of this method of selling. There is nothing inherently wrong in this system and with intelligent and hearty cooperation, whatever abuses there are can be eradicated.

New progress should come from the code of ethics which will be presented by a special committee that has given much thought to the drafting of it during the year, and as there are apparently no fundamental differences between the members as to the ethics to be followed in business, there should be no difficulty in adopting a code along the lines that have proved so practical in other industries.

The officers and board who have governed the destiny of the association during the past few years, will undoubtedly receive the approval of the members, and the practice that has prevailed for many years of advancing those who have served faithfully, will no doubt be followed. Several additions will have to be made to the board, and the entry of new blood from various parts of the country will do much to strengthen it.

The industry has made phenomenal strides in the past few years and by working together for the good of all, the welfare of the American manufacturers to advance in the face of growing competition from abroad will be insured.

VAST VALUES IN THE PERFUME BUSINESS

The Census and other statistics seem to be more or less at sea concerning not only the value of manufactured products in the perfumery and toilet preparations industry, but also regarding the capital invested and profits not only in this country, but elsewhere.

There have been several significant developments recently. The acquisition of Vivaudou, Inc., by the Schulte interests

in Park & Tilford indicated an ample appreciation of the possibilities of the industry.

Now Victor Vivaudou returns as president of Vivi, Inc., with a capital stock of \$1,000,000. It indicates his faith in the growth of the demand for perfumes in this country.

Francois Coty recently offered 50,000 shares of capital stock (no par value) at \$37 in the Delaware company of Coty, Inc. The issue was oversubscribed before the closing date. The sale of stock netted nearly \$2,000,000 additional working capital and to get that amount there was only a surrender of a one-sixth interest. Five-sixths of the dividends on the increase in the American agency corporation will still go to the original stockholders.

All of these recent developments, besides some smaller ones, form an interesting commentary on the money that is not only invested but is to be made in handling products that are often designated as high class, but which in a general way are more or less in line with the output of average American manufacturers who hold to the policy of progress and improvement in products.

ARE COMPACTS DUE TO CHANGE?

In an article on "The Beauty Business," by James H. Collins, in the *Saturday Evening Post* last December, it was pointed out that a very important factor in the remarkable growth in recent years of the toilet preparation industry is the modernization of containers and the fabrication of many of the staple products in more convenient forms than heretofore.

There is much truth in this observation, and alert perfumers everywhere are always eager to examine and ready to adopt new products and packages that promise to facilitate the marketing of new products, and to develop established trades in the older ones.

As conspicuous an example as can be cited, to demonstrate the favorable influence of these two factors, is that of powder and rouge compacts. Hardly more than a decade has passed since face powder was first put up in this convenient form to enable women to powder their cute noses, when outside of their boudoirs. These compacts were first marketed in paper boxes, but they attained no great popularity until about seven years ago when well-designed brass boxes were substituted; and then followed the double compacts, combining rouge and powder.

The idea has been further elaborated until there are more designs of these products than there are varieties of any other single toilet preparation. A desire completely to satisfy the user has stimulated the demand for a powder compact that will enable a woman to apply to her face a powder just as fine and agreeable as any that she can buy in loose form, but some of the manufacturers have not put out a durable compact and others whose compacts were durable have left much to be desired in smoothness, but still others seem to have solved the two problems satisfactorily and have profited accordingly.

With a desire to furnish the consumer with the loose powder in vanity box form, some perfumers have turned to boxes with a special inner compartment, but from their point of view this idea does not seem to have received general approval and it will be interesting to watch the developments of this innovation. The refilling of the package is apparently beyond the control of the perfumers who wish to maintain or stimulate their face powder sales by means of this style of container, and we imagine that one of the early developments will be the stocking of these

empty containers by the 5c and 10c and variety stores.

None of the boxes that we have had the privilege of inspecting have completely solved the problem as to how to prevent the loose powder from escaping from its compartment, and several of the fair users we have interviewed hold out this objection as one of the most serious ones to be met.

The whole matter might possibly resolve itself into purely a development in the box industry without much profit to the perfumer or the box manufacturers themselves. We hold no special brief for any element of the industry, and offer these observations to provide a starting point for analysis and discussions throughout the trade in order that those who have prospective or present interest in this trend, may be impelled to consider it from every angle.

TWISTED NEWS ON GRASSE INDUSTRY

United States Consul Otis A. Glazebrook, at Nice, recently sent to the Department of Commerce a report on the perfumery industry in Grasse, France. This report has been circulated by the Chemical Division of the Bureau of Foreign and Domestic Commerce as a Special Supplement No. 86.

It seems that the Consul, who is apparently not a technical man, has made a tour of Grasse and vicinity and has absorbed, in rather mixed fashion, some particulars told him by the courteous manufacturers in the region. Unfortunately his apparent lack of understanding of the subject has led him into some egregious errors which do not seem to have been noticed when the report was prepared for circulation.

Among other remarkable statements he says: "In 1924 a new product called liquid jasmine was found. Of this new product 8,911 pounds valued at \$17,511 were exported". Another remarkable statement is that the yield of oil from the crop of lily of the valley in 1923 was 160 pounds valued at \$12,435, and in 1924 there were 907 pounds valued at \$38,912. This will be interesting news to the flower growers and perfumers in Grasse!

He also reports on "cassia" which is, of course, intended as "cassie".

It is to be regretted that information of this kind when gathered is not obtained by special aides who are familiar with the subjects that they might be called to write upon.

THE WEMBLEY EXPOSITION OF 1925

Brief mention was made in our FOREIGN CORRESPONDENCE department last month regarding the revival this year of the British Empire Exposition at Wembley, the fair to run from the first week in May until October. The announcement carried little information to attract attention, but now *London Chemistry & Industry*, the official journal of the Society of Chemical Industry, comes to us with further particulars. The chemical section, which includes the essential oils and perfumery industries, is reported to be in even better trim than last year. Some firms have taken larger spaces, a few from far away have dropped out and a better arrangement of the exhibits generally is promised. Americans who visited the exposition last year apparently will have no cause to regret another trip to Wembley, and it may well be put on tentative or positive lists of our voyagers to Europe during the coming summer months.

COOLIDGE AFFIRMS GOLDEN RULE POLICY OF FRIENDLINESS TO BUSINESS

Quite as important as a Message to Congress, perhaps much more vital to the entire Nation, was the address delivered by President Coolidge on April 6 to the Cotton Goods Manufacturers' Association. In it he reaffirmed the principles which gave him the tremendous majority of votes he received last November. He outlined a Golden Rule policy as between and for Business and Government which might be considered unnecessary, but which is of much moment in clarifying the doubts of anybody and everybody regarding what we may expect at Washington (except as to Congress and the Anti-Saloon League) for the coming four years. The address was lengthy and the newspaper headlines played up the features affecting cotton goods industry, so probably many of our readers did not peruse the entire address.

Without quoting him more than the inference below, it is obvious that President Coolidge is opposed to any reductions in the tariff, or any immediate changes, unless it is clearly shown that American industrials, not necessarily industries, are in urgent need of relief.

Herewith are some of his observations that are worth perusal and consideration, beyond the mere reading, by all of our clientele who are in the progressive bound-to-win class in our business life:

"Although there has been something of depression in certain branches of the industry, a broad view suggests no serious occasion of concern about its outlook. * * *

"It is scarcely necessary to state the attitude which I desire to see the national government assume toward all business in general and the textile industry in particular. It is that of sympathy and co-operation for every lawful effort to promote our commercial prosperity and our economic well-being. Modern industry, with its great combinations and great aggregations of both capital and employees, has necessarily brought many new problems for solution in our effort to work out a righteous human relationship. These new conditions made necessary new rules of conduct. Many of these have already become well established and are believed to have been productive of good. But there still exists a considerable area, sometimes designated as a twilight zone, in which the proper standard of action is as yet undetermined.

"The government necessarily looks to the management of industry as mainly responsible for the conduct of industry. There ought to be a most candid understanding between the government and all industrial effort. Due to the keenness of competition and the urgent desire for success, it is necessary to maintain the most constant watchfulness on the part of the government to insure the enforcement of the law. But on the part of the management there should likewise be the same vigilance to insure the observance of the law.

"Industry has come thoroughly to recognize its responsibility toward its employees. The government approves of and shares in that responsibility. It regards the welfare of the wage earners with the utmost solicitude. *It has come to be recognized almost universally that only upon justice to the wage earners of the nation can there be reared any lasting prosperity. America is unwilling to nourish any system under which the rewards of human effort are not equitably distributed among all those engaged in any industry.*

"The great agencies of the government are constantly at your disposal to assist and encourage you in your production and defend you in your rights. The Department of Commerce, with its various research bureaus, domestic and foreign agencies, is forever diligent in stimulating your production, advising more efficient methods, discovering new and enlarged markets, and co-ordinating industrial activity. The Federal Trade Board has been devised for the purpose of safeguarding your rights, protecting you from unfair trade practices, and admonishing and correcting you if you are wrong. The Department of Labor is constantly engaged in preventing and adjusting disputes between em-

THE WORLD'S TREASURE CHEST

By JAMES EDWARD HUNGERFORD

(Written for This Journal)

The world—it's how you're taking it,
That either makes or breaks you;
It's yours, if you exhibit "grit,"
And seldom ever "shakes" you!
If you will "buck it," with a grin,
And give of work, full-measure,
The world will back you—help you win,
And give you of its treasure!

The world—it's how you're seeing it,
That makes life worth the living;
You're here to do your daily "bit,"
And get the gifts it's giving!
If you will tackle it with nerve,
And give the best that's in you,
Of "Pep!" and "Perk!" and vim and verve—
Life's prizes, it will win you!

The world—you're here to conquer it,
And make it do your bidding,
And you are beaten, if you quit,
And all your hopes are "skidding!"
The world its treasure rare will give,
If you will strive to win it;
It's not a bad old place to live—
When you have won what's in it!

(All Rights Reserved)

ployer and employee, to promote justice and avoid the great waste of interrupted operation and production. * * *

"I confess that I desire to see our country prosperous. I am aware there can be no prosperity in which the textile industry does not have a generous share. *I do not believe there can be any permanent prosperity which does not rest on the everlasting foundation of justice. In the effort of the government to promote justice, no industry should have anything to fear.* In the effort of the government to provide constructive economy in public expenditure, all industry should concur. In the effort of the government to encourage harmony in all our domestic relations, every industry should co-operate. In the effort of government to secure a firmer faith of the people of the earth in each other, which will establish an indwelling peace in the heart of mankind, all industry should rejoice."

BUSINESS MEN CAN HELP THEMSELVES IN AIDING POSTAL SERVICE

With the new postal rates effective on April 15 some phases appear which were not covered adequately in our article on page 12, March, 1925. One of them concerns the advance of the rate from 1 cent to 2 cents in private postal cards. Another phase affecting manufacturers and wholesalers is the increase in rates for circulars, catalogues, etc., from 1 cent to 1½ cents for each two ounces, but with a limit of 8 ounces at that rate, mail exceeding 8 ounces going automatically into fourth class, subject to pound and zone rates. So not only is the postage increased, but inconvenience is added in segregating packages over 8 ounces to meet the various rates in the different zones, with 2 cents service added. Without going into de-

tail it is easy to see that matter previously costing \$100 to mail would now cost \$150. Advertising matter eligible for the second class, formerly 1 cent for each 4 ounces, up to 4 pounds, now pays 2 cents for each 2 ounces up to 8 ounces and then goes automatically into the pound and zone category. The increased postage on this mail may easily be more than the rate of \$50 extra on the \$100. In fact as between the second and third classes on advertising matter the law is so complicated that rulings will have to be made in a great many individual cases.

The law generally has many incongruities and disparities and postal officials, who characterize it as "botchwork legislation" expect months will be required to iron out vexing inconsistencies through department regulations. The law is by no means permanent, for a Congress committee, of which Senator Moses (N. H.) is chairman, will begin hearings on its operation probably in July at which criticisms and suggestions will be considered, but the new law cannot easily be amended within a year, possibly not in two years, if then.

There are incidentally other phases of the relations of trade and postal service that are timely.

* * * * *

The private cards are almost entirely in the nature of printed advertising matter and the Post Office Department, it is understood, has practically abandoned the "directory service" for forwarding misdirected or inadequately directed mail of this description. Unless return postage is guaranteed the alternative is offered of loss of the sender's missive, for Uncle Sam's minions are unable to handle the thousands of improperly addressed advertising circulars and private cards. The remedy is to revise lists frequently and for cities of any fair size to add the correct address of the prospective recipient: Street and Number.

The practice of sending out trade solicitations in the form of postal cards and to some extent in other circularizing of an advertising character is a business policy of controverted value, unless requests are made for the information by interested firms or persons and the reply is sent with a correct address. Promiscuous and extensive campaigns of this kind have been known to yield both large and small results. In the last Presidential campaign one of the canvassers for a straw vote, using new poll lists of registered voters, found that ten per cent of the cards were not delivered because the addresses were wrong. The errors, no doubt, were made by careless clerks in addressing the postal cards, although in some cases the voter had died between registration and the time when the letter carrier endeavored to deliver the magazine's postal card at the proper address. There could scarcely have been a better test from the point of freshness of the lists and general interest than this canvass for the Presidential choice of the recipient. Naturally the Street and Number addresses of the objectives were available, two important considerations in forwarding mail. What would have been the result with old lists with inadequate addresses and careless clerks use of them?

* * * * *

The question of getting business through circulars and mailing cards offers some interesting phases, besides the heavy increase in cost of postage. The reader, even though he may use the system, might stop to think about how many of the *other fellow's* announcements he consigns to the waste paper basket often without doing more than

tear off the envelope, or if a card, tossing it without ceremony into the discard. That is quite a good test. But aside from other considerations there are manufacturers who maintain that a given amount of money spent in advertising in trade journals, systematically and intelligently, no matter what may be the particular business, is due to produce actual results surpassing the possibilities of the circularizing method of advertising. In some instances, in various lines, firms even have cut out their periodical price lists as being negligible in value compared with the production results of the same amount of money spent in trade journal advertising. It has been the experience of various firms that orders have been obtained from customers *not* on the mailing list and who *never probably would have known of the firm's existence except through an advertisement.*

* * * * *

Circularizing lists are all right in their way, but they grow stale and one of the problems of the big mail order houses is to keep their lists in up-to-date availability. In this they are at a disadvantage compared with trade papers, for the subscription lists of these journals are right up to the minute and very close to 99½ per cent perfect, the one-half being due to changes in addresses which are quickly corrected. Announcements in trade journals that will go to firms entirely unknown to the advertiser are not at all expensive when considered in the offset of cost of preparation, printing and postage of circulars for the number of firms reached. The trade journal has the advantage of prestige and is not thrown in the waste paper basket. Announcements in it are treated with more consideration than stray circulars and private printed cards. These announcements mean something more than that, for most reputable and reliable firms advertise in the journals covering their trade lines, just as manufacturers belong to A. M. T. A., the F. E. M. A., and other associations, and as the best lawyers belong to the Bar Association, clergymen to the Ministers' Association and newspaper men to the Press Club.

* * * * *

There is another feature about incorrect addresses. The rise in private post card rates of course doubles the postage bills of firms which use these cards. The Post Office Department for the last three years has been urging advertisers to print their addresses in their announcements in magazines and newspapers, for the purpose of facilitating the prompt and smooth delivery of mail. We asked our advertisers to comply with the department's request and they did so, with very few exceptions. Some of them have not done so. They are in close association with many other firms that refused to heed the advice then given by the Government. And these firms are largely responsible for the abolishment of the old "back stamp" on first class mail showing the time of its arrival. The expense of using the back stamp was really immaterial, for the machines turned the mail out faster than it could be sorted, but the complaints based on back stamps made by firms that wanted delays traced proved an enormous and costly burden on the postal forces in the large cities.

* * * * *

The germ of the old and new controversy is this: There are thousands of postal clerks in the railway mail service and elsewhere, constantly sorting letters either in transit or in local offices with a view to getting the letters and pack-

ages through the best channel for quick delivery. Mail for the large cities offers the most resistance. Some postal stations in New York City, Philadelphia, and Chicago, for example, have more mail than some other recognized large cities. New York, not including Brooklyn, has a score of substations, most of them as large as the main post office in a small city. Mail from the trains is shunted as closely as possible into the right pouch for delivery, but when a distributor, whose home is in Iowa, and who is working on the Chicago-New York run, encounters a letter addressed "John Jones & Co., New York, N. Y.," never having heard how big the Jones firm is and only knowing streets and numbers in New York, he simply tosses it into the Bronx or any other New York bag and the recipient loses the time that it may take to again sort the letter and send it around to some other station for delivery.

The Post Office Department has done wonderful work in the distribution of misdirected and what may be called "blind" mail, in addition to the functioning of the Dead Letter Office. It is not surprising that Uncle Sam has become tired of helping out thoughtless people and, when possible, correcting the errors of careless and slovenly clerks. The effect of the new regulations will probably make for the saving of time, expense and disappointment for a great many firms.

* * * * *

The late John Wanamaker, who served as Postmaster General of the United States under President Harrison, once said in speaking about the 1-cent post cards:

"They may serve a purpose, but for my part I would not care to send a message to a friend except in a sealed envelope. *A message that is not worth full postage is not worth sending.*"

NEW HAMPSHIRE KILLS BILL AGAINST USE OF TOILET PREPARATIONS

The New Hampshire Legislature finally killed the obnoxious bill which once came near passage and which if enacted in its original shape would have put a practical ban on many innocent toilet preparations, although the ostensible object was to prevent the sale of cosmetics in which some sad-faced and joyless descendants of the Plymouth Rock Puritans suspected poisons might be concealed. More enlightened present day humans however, have discovered that the manufacturers of toiletries generally recognize the fact that a dead "beauty" can use no more beautifier and therefore contributing to that end would be a bankruptcy liability.

Obviates the Woman Bootlegger in Cosmetics

While the bill was pending a writer in a metropolitan paper thus outlined the possibilities:

* * * An imaginary conversation, if the bill becomes a law:

"My dear! The loveliest thing . . . (whispering) come up in my room. Want you to try a new compact I got today!"

"Oh! my dear! Really! I thought your bootlegger was sent to the Reformatory for Women?"

"Got another. She's sweet—and her line is wonderful! All the old pre-Coolidge rouge you want—and only \$10 a box! Original label and everything! And her lip-sticks! They say they are getting them through now hidden inside the wooden skewers in the roast beef on Pullman diners. Isn't that too cute! This lady tells me she was arrested with a whole auto load of talcum on the border and lost everything."

OUR ADVERTISERS

NORDA ESSENTIAL OIL & CHEMICAL CO.
Incorporated

Importers and Manufacturers

43 East Nineteenth Street, New York

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
14 Cliff street, New York.

Gentlemen: In checking over returns on advertisements, we find that one of our ads appearing recently in THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW brought 176 inquiries for samples. So far these samples have resulted in 14 actual orders.

Practically 80 per cent of the inquiries were sent by people not on our customer list.

We are very pleasantly surprised at this showing, which we consider quite extraordinary.

Yours very truly,

NORDA ESSENTIAL OIL & CHEMICAL CO.,
H. J. KOHL.

NATIONAL ADVERTISING DISTRIBUTION

Sums spent for what is called national advertising have been available statistically in the last few years, but until recently no attempt has been made to show the comparative distribution of their appropriations by advertisers making nation-wide appeals to the public to buy their commodities. April *Printers' Ink Monthly* has started to supply the want and the first instalment shows the space used in twenty-seven cities, together with its distribution among a dozen or more branches of trade. We are giving below the total amount of space in the cities so far reporting, together with the comparative number of lines used by national advertisers of toilet articles and medicinal preparations, in which statistics some wide variations in proportional lineage will be noticed by perusers of the figures:

| | Toilet Articles, Advertis- ing, Lines | Total Lines | | Toilet Articles, Advertis- ing, Lines | Total Lines |
|----------------|--|----------------|----------------|--|----------------|
| Akron | 134,363 | 307,107 | Louisville ... | 220,781 | 479,298 |
| Atlanta | 181,718 | 506,689 | Milwaukee... | 148,042 | 473,173 |
| Birmingham.. | 157,271 | 399,112 | Minneapolis.. | 132,108 | 537,644 |
| Boston | 272,319 | 1,631,098 | New Haven... | 110,352 | 330,144 |
| Buffalo | 213,212 | 690,767 | New York... | 444,130 | 2,884,396 |
| Chicago | 319,860 | 1,268,445 | Omaha | 140,658 | 452,739 |
| Cincinnati... | 179,673 | 567,469 | Philadelphia.. | 135,791 | 1,397,808 |
| Cleveland... | 222,268 | 695,224 | Portland, Ore. | 160,078 | 547,557 |
| Columbus... | 170,767 | 382,803 | Seattle | 150,471 | 503,293 |
| Dallas | 209,247 | 475,979 | St. Louis... | 223,177 | 590,676 |
| Dayton | 189,070 | 499,086 | St. Paul... | 119,763 | 309,759 |
| Houston | 177,025 | 404,166 | Washington... | 205,238 | 624,733 |
| Indianapolis.. | 155,299 | 467,754 | Worcester.... | 107,406 | 387,494 |
| Los Angeles.. | 271,838 | 884,744 | | | |

PENNSYLVANIA DEFEATS ALCOHOL BILL

Governor Pinchot's vigorous fight in behalf of the so-called "united dry" bill in Pennsylvania met with defeat. This measure, ostensibly for the purpose of putting on high pressure screws in the police enforcement of the law against alcoholic beverages, really was aimed at all legitimate users of alcohol, industrial or otherwise, in the trades and as originally drafted would have practically put a ban on toilet preparations. Only the most intensive work on the part of the trade associations prevented its passage and the vote was as close as 99 ayes to 107 nays in the House. But on reconsideration it was beaten 64 to 129.

Everybody appreciates the sincerity of Governor Pinchot's

fight for Prohibition, but there are many persons who cannot understand his perspective which fails to take into consideration the legitimate use of alcohol in the trades, and in the arts and sciences.

WHY NOT TAKE THE ALCOHOL OFFENSIVE?

"The Worm Should Turn" is the title of the leading editorial in the April number of *Industrial & Engineering Chemistry* and all of it would be worth reading by everybody interested in the prevention of injustice to legitimate manufacturers who must use alcohol as a solvent, but this paragraph is especially suggestive:

"The saying that an offense constitutes the best defense applies to this problem. Let the chemical industry, long treated as a worm in these matters, now turn and be well prepared far in advance of the next Congress."

At the Baltimore convention of the American Chemical Society the suggestion was made to map out a bill for a branch of the Internal Revenue Bureau, or some similar unit of the Treasury Department, that would be concerned entirely with the administration of industrial alcohol and be separate from the police enforcement end.

In the vast number of persons opposed to the present redtape and other restrictions on legitimate business there are some who could draft a safe, sane and practicable bill which could be introduced in Congress and put the Anti-Saloon League on the defensive in opposing its passage. Really it is time to turn the tables on fanaticism which earns its wages by drafting measures to curb legitimate business. Introducing bills is a game two can play at.

CHEMICAL FOUNDATION'S LITIGATION

There naturally is a diversity of opinion regarding the litigation growing out of the deeds of the Alien Property Custodian in relation to various matters, all due to unfortunate and more or less complicated conditions and situations in the world's history. Now comes the decision of the United States District Court of Appeals affirming the decision of a lower court which dismissed the Government's suit to recover dye and chemical patents which were sold to the Chemical Foundation, Inc.

The question of an appeal from the two adverse decisions to the Supreme Court is under consideration in the Department of Justice at Washington. While perhaps a decision of the highest court might be advisable there is little probability of a reversal, for at this late day it seems unlikely that the Supreme Court would practically overrule the action of Congress in granting absolute power in certain directions to a War President, while the continuance of the litigation is disturbing to the American chemical industry and in line only with the general trend of the lawmakers and courts to worry Business.

BRITAIN TO HAVE TRADE BRANCH HERE

The interesting announcement has been made in the House of Commons by A. N. Samuel that a branch of the Commercial Secretariat of the British Department of Overseas Trade will soon establish a New York branch. He said available funds would not permit establishment of a branch in San Francisco at present.

It is a step further in cementing trade relations between the two nations and will be welcomed by all of industries that are affected.

CLEARING NATION OF CREDIT CROOKS

The credit operations of 5,000 firms in New York alone, to say nothing of the remainder of the country, are affected by commercial crooks, according to a statement issued by W. H. Koelsch, President of the New Netherland National Bank, in connection with the campaign of the National Association of Credit Men to raise \$1,000,000 for a crusade against credit crooks. Half of the fund will be raised in this city, and no doubt is expressed that it will be raised easily and quickly, for New York merchants are the greatest sufferers of credit crime in the whole country.

"There exists no force adequate to cope with the situation created by credit crooks," says Mr. Koelsch. "There is no budget existent that is sufficiently large enough to finance an organization strong enough to keep these marauders down. Our present laws are not stringent enough to make these outlaws fear the penalty of their crime if caught and convicted. The situation is such that immediate and drastic measures must be taken. Appreciating this danger, the National Association of Credit Men has undertaken to take the initiative in the matter of clearing the country from the depredations of the credit crooks."

THE QUESTION OF CUTTING PRICES

The British Dominions and the United States do not seem to be in close sympathy regarding the subject of price-cutting of manufacturers' goods. As will be observed in our CANADA SECTION, Sir William S. Glyn-Jones has arrived in Montreal to conduct a campaign against the practice, particularly in the retail selling of drugs, perfumes and similar commodities. Sir William proposes the method in vogue in England of black-listing price-cutters be put into effect in Canada.

Our readers on this side of the border will recall the tedious and costly litigation in which the N. W. D. A. was finally freed of a black-listing charge which had little foundation and the more recent experiences of the Colgates in facing for a fourth time government charges growing out of their policy of selecting their own customers, even after the Nation's highest tribunal had ruled in favor of the Colgate method.

In some things, even the most patriotic Americans must admit, the British Empire does some things slightly better, for the manufacturer not only can select his customers, but can black-list buyers who refuse to agree to his terms. It is probable (we are not optimistic enough at the moment to say when) that our Congress will wipe off the statute books a lot of moth-eaten laws in restraint of business, and pass some measure that will be simple and spell Fair Play for the great majority of the people.

GETTING THE BEST FROM EMPLOYEES

Getting the very best out of employees or associates is the great problem for the manager to master. When a manager shows that he appreciates the good work of his associates, and then passes on a little sincere praise, this manager more often finds that others will do their very best, not because of fear, but because of respect.

When employees fear the manager, they seldom fail to disappoint him. When they respect the manager, they get right results. The manager must create cooperators. Employees are busy at other tasks than training minds to mesh.—*Silent Partner*.

TOILETRY MANUFACTURERS OFFER GOOD PROGRAM

Chemists Assemble at Baltimore and Discuss Important Subjects;
Chicago Allied Clubs Active; News of the Associations and Universities

PERFUMERS WILL HOLD THEIR 31st ANNUAL MEETING THIS MONTH

Final plans for the thirty-first annual meeting of the American Manufacturers of Toilet Articles April 21, 22 and 23 at the Biltmore Hotel, New York City, have been completed and a most interesting program, coupled with the usual enjoyable entertainment features, has been arranged for the members and their guests.

A glance at the program is ample evidence that serious matters are to come up for discussion and that there will be plenty of work to do of importance to the perfumery and allied industries included in this old and highly reputed industrial association. The entertainment features likewise are sure to be of interest to the members and to the ladies as well as the younger element which is fast forging to the front into positions of responsibility in the industry. All told the outlook is most promising for one of the best attended and one of the most successful conventions ever held by the association. The program is as follows:

Tuesday, April 21, 1925

Luncheon at 12:30.
Roll Call.
Communications.
President's address.
Reports of Officers.
Reports of Committees.
Report of Committee on "The Production of Volatile Oil Plants in the United States," G. A. Pfeiffer, chairman.
Address: "Research in Perfume Chemistry," by Marston T. Bogert, Professor of Organic Chemistry, Columbia University, New York.
Address: "The Merchandising of Toilet Articles as Viewed by the Chain Store," by D. C. Keller, President, Dow Drug Co., Cincinnati.
Address: "What the Retail Druggist Thinks of Recent Merchandising Trends," by Jerry McQuade, Editor of *Drug Topics*.

Theatre party—8:30 P. M., Forty-sixth Street Theatre, west of Broadway. Popular comedy "Is Zat So?"
Supper: 11:30 P. M. Rose Room, Hotel Biltmore.
Dancing.

Wednesday, April 22, 1925

Special Session, 11 A. M.
Report of Washington Representative, W. L. Crounse.
Luncheon 12:30.
Appointment of Tellers.
Appointment of Committee on Nominations.
Nominations for Officers and Executive Board.
Appointment of Treasurer's Auditing Committee.
Address: "Trade Relations from the Publisher's Viewpoint," by Frank K. Anderson, sales manager, *Cosmopolitan Magazine*.
Address: "Review of Perfume Raw Material Conditions," by E. E. Watermeyer, President of Fritzsche Brothers, Inc., New York.
Report of Committee on Code of Ethics: H. Henry Bertam, Chairman.
Unfinished Business.

Thursday, April 23, 1925

Special session 11 A. M.
Luncheon 12:30.
Report of Committee on Nominations.
Report of Treasurer's Auditing Committee.
Report of Committee on Resolutions.

(Continued on Next Page)

AMERICAN CHEMICAL SOCIETY VOICES PLEA FOR INDUSTRIAL ALCOHOL

The Spring meeting of the American Chemical Society at Baltimore early this month was one of its most notable sessions in point of scientific, trade and public interest. One of the features was a strong plea for the scientific control of alcohol for industrial use which was again laid before the society in the report of the committee, headed by Dr. M. H. Ittner, of Colgate & Co., which has been in close touch with the movement to place burdensome restrictions on all transactions in alcohol. The creation of a new Federal bureau to enforce prohibition as it applies to industry and to free industry from present embarrassments due to unscientific minds was advocated in another report. Nation-wide organization of chemists to prevent the various States from enacting laws, placing the control of industrial alcohol in the hands of unscientific men, who are merely interested in the social side of prohibition enforcement and who know nothing about its industrial side, was also advocated in the report.

The subjects discussed at the various general and divisional meetings by the fifteen hundred chemists who attended the meeting, covered practically every phase of industry and went deeply into even the mysteries of life. Discussions having to do with the chemical composition of the cells of the human body were sandwiched between reports by experiments with invisible light and plans to prevent the enormous losses due to rust and other corrosive agencies.

One of the features was a symposium on "The Future of Synthetic Organic Chemistry in the United States." Among the prominent chemists participating in this discussion were Dr. Charles H. Herty, New York; Prof. Roger Adams, of the University of Illinois; Prof. Marston T. Bogert, of Columbia University; Prof. E. Emmet Reid of Hopkins; Prof. T. B. Johnson, of Yale University, and Arthur A. Backhaus, of Baltimore.

As guests of the United States Government, some 600 of the visitors made a trip to the Naval Academy at Annapolis. Members of the society, United States Army officers and others to the number of 1,500 journeyed by special train to the Aberdeen Proving Grounds to witness a special demonstration that ranged through virtually all the spectacular features of modern warfare.

The next general meeting of the society will be held August 3 to 8 in Los Angeles; the Spring session of 1926 at Tulsa, Okla.; the Fall session of 1926 at Philadelphia and the Spring session of 1927 at Richmond, Va. Toronto has invited the society to hold its Autumn session of 1927 in that city, but the invitation has not yet been acted upon.

Prof. Bogert Lectures to A.Ph. A. on Perfumes

Professor Marston Taylor Bogert, of Columbia University, delivered an address on "Science and Art in the Perfume Industry" on April 13 at the meeting of the New York Branch of the American Pharmaceutical Association, in the lecture hall of the New York College of Pharmacy Building. Both the scientific and artistic sides were discussed by the speaker and illustrated with many slides. The romantic and fascinating early history of perfumery also received appropriate attention. The address was thoroughly enjoyed by the pharmacists and their guests.

Columbia Adopts New Policy on Inventions

Columbia University will hereafter take over patents arising from discoveries made in its own laboratories. Adoption of this policy, announced as "a new and important departure" in the Columbia administrative system, will, it was declared, protect the inventor and the public

and enable the university, by sharing in profits, to promote research. An administrative board has been established with the following members: President Nicholas Murray Butler, Treasurer Frederick A. Goetze, Frederick Coykendall and Archibald Douglas, trustees; Walter I. Slichter, professor of electrical engineering; Ralph H. McKee, professor of chemical engineering; Frederick T. Van Beuren, Jr., associate dean of the medical school; Thomas Ewing, a graduate of Columbia College in the class of 1885; Dr. Milton C. Whitaker, director of the American Chemical Society, and former professor of chemical engineering.

FEDERAL CHAMBER OF COMMERCE

Three Cabinet members as well as President Coolidge are expected to address the annual convention of the Chamber of Commerce of the United States which is to be held in Washington May 19 and 22. Secretary of Commerce Hoover has accepted an invitation to deliver an address. It is understood that he will discuss both foreign and domestic subjects. Secretary of Agriculture Jardine will make an address on agricultural questions. Secretary of State Kellogg is expected to make an address in connection with a meeting of the American section of the International Chamber of Commerce.

President Coolidge's address is scheduled to be made at a night meeting marking the formal dedication of the new building of the Chamber of Commerce. It is possible that Vice-President Dawes also will be a speaker during the convention.

One of the chief topics of discussion is to be the European situation, with special reference to steps which should follow the inauguration of the Dawes plan. Owen D. Young, who organized the machinery under the Dawes plan, will be one of the speakers.

Several representatives of foreign nations are to be on the program, including Emile Daeschner, French Ambassador to the United States.

Domestic subjects are also to be featured at the convention. Group meetings are to be held for discussion of taxation, finance, export trade and other questions.

Dr. Rusby Guest of Trade Board Section

At the luncheon meeting of the Drug and Chemical Section of the New York Board of Trade and Transportation, April 1, Dr. H. H. Rusby, dean of the New York College of Pharmacy, described some of his adventures in South America and told how he located large, commercial sources of such well-known drugs. He gave a vivid description of the experiences of a drug-hunter in the Amazonian wilds.

Charles L. Huisking, of C. L. Huisking, Inc., told of his observations during his recent European trip and the defeat of the Cramton bill received due attention.

Plans Being Made for N. W. D. A. Meeting

The committee on Arrangements and Entertainment for the fifty-first regular meeting of the National Wholesale Druggists' Association at the Book-Cadillac Hotel, Detroit, Mich., during the week of October 4, 1925, is completing its organization. Some of the programme features have already been decided upon, but announcement will not be made until details have been worked out.

Twelfth National Foreign Trade Convention

The preliminary program of the Twelfth National Foreign Trade Convention to be held at Seattle, Wash., June 24-25-26, which has just been issued by James A. Farrell, chairman of the National Foreign Trade Council, reveals an advanced state of plans for what is to be the Council's first comprehensively international convention.

New England Foreign Trade Meeting

The Providence Chamber of Commerce, which is a co-operative office of the Bureau of Foreign and Domestic Commerce, has arranged a New England foreign trade meeting to be held at Providence on April 29 and 30.

PERFUMERS TO HOLD ANNUAL MEETING

(Continued from preceding page)

New Business.

Election of Officers and Executive Board.

Installation of Officers.

7:00 P. M.—Reception and Banquet, Cascade Room, Hotel Biltmore. Dancing.

The banquet on the evening of Thursday, April 23, in the spacious Cascade Room of the Biltmore Hotel promises to be a most enjoyable affair. First in point of the interesting announcements forthcoming from the committees is the fact that Walter T. Hathaway will again act as toastmaster. Neal O'Hara, the humorist, is announced for the principal speaker and Miss Anna Louise David, harpist, will render selections. Then, in response to numerous requests, particularly from the younger element, the hall will be cleared for dancing, which will continue until an early hour the following morning.

The well balanced program outlined is due to the work of the Convention Committee composed of Walter T. Hathaway, Chairman; Edward V. Killeen, Burton T. Bush, August F. Kammer and Louis Spencer Levy, Secretary, (by invitation).

Three Chicago Associations Active

A joint meeting of the Chicago Perfumery, Soap and Extract Association and the Chicago Drug and Chemical Club was scheduled for Wednesday noon, April 15, at the Elks' Club in that city. Following the luncheon Charles V. Sparhawk was on the program for an illustrated motion picture talk on flowers, their distillation, the odors resultant, etc., showing something like two hundred operations and scenes.

In the evening of the same day, the Chicago Perfumery, Soap and Extract Association held its bowling tournament. The prizes were \$15, \$10 and three \$5 in cash. The winners' names will be published next month.

The association has scheduled a dinner-dance, to be given at the Chev Pierre, 245 East Ontario street, on the evening of April 30. The event is looked forward to with keen relish, and the president, Donald Clark, predicts an attendance of two hundred and fifty.

"Salesmen's Night" will be a big event on the Chicago Social Drug Club's calendar this Spring—to take place April 27 at the Elks' Club headquarters downtown, as usual.

PLANS FOR TENTH CHEMICAL SHOW

The growing importance of the chemical industry to the economic life of the nation will be emphasized at the Tenth Exposition of Chemical Industries to be held during the week of Sept. 28-Oct. 3, 1925, at the Grand Central Palace, New York City. Plans are already under way to have this exposition embody the essential features of the present status of the industry. The latest developments in production methods, the most efficient equipment as well as the fundamentals of the industry are to be there for inspection, as incentives to progressive manufacturers for thoughts and new ideas on the manufacture of the raw materials into finished products.

At first a small collection of what 83 exhibitors could show in 1915, the exposition has grown to be the convenient and representative show place for many exhibitors.

American Cosmetics' Society

Through the efforts of Dr. Nellie B. Cooper, president of the American Cosmetics' Society, the Arkansas Legislature has passed a law regulating the practice of beauty culture in that State. The bill, which was prepared by Dr. Cooper and her associates, was signed by Gov. T. L. Tenal on March 11. The bill was introduced in the Senate by Senator Norman Moore and in the House by Mrs. Sidney Hunt. The vote in the House was 76-17 and in the Senate—23-10.

For four weeks after the bill was introduced Dr. Cooper remained at Little Rock, the State capital, working in its behalf.

BIG GRIST OF WASHINGTON NEWS OF IMPORTANCE

**Tariff Talk, New Trade Board Policy and Patent Office Reform;
Supreme Court Revises Bankruptcy Rules; Resale Price Plan Loses**

WASHINGTON, April 11.—Desirability of a revision of the tariff law in the next session of Congress has been a matter of discussion among Congressional leaders and others since the adjournment of Congress. The net result has been to make it evident that there is a decided disposition on the part of the administration to avoid any general revision of the tariff for at least two years and possibly for four years. The administration in adopting this attitude realizes that the Republican majority in the Senate is not sufficiently large to insure the enactment of a partisan tariff measure, and that if the question were to be taken up it would create an issue which might work against the party in the Congressional elections of 1926.

Textile Trade Fails to Start Agitation

The National Association of Cotton Manufacturers held its semi-annual meeting in Washington recently and it was expected that its members would launch an agitation for an increase in the duties on cotton goods. They failed to do so, however, and there seemed a disposition to let well enough alone.

President Coolidge in addressing the convention gave a distinct impression that he regarded the situation affecting the textile industry as fairly satisfactory and discounted any talk that the industry might have been affected adversely by the Tariff Act of 1922. He conceded that imports of cotton goods had increased, but declared that this had been offset by increased exports.

While the Republican leaders generally seem agreed that it would be unwise to revise tariff duties in the next session a strong movement has developed for a revision of the administrative provisions of the tariff law. This movement is sponsored by Representative Hawley of Oregon, ranking Republican member of the Committee on Ways and Means, who recently spent some time in New York studying the operation of the customs law. Mr. Hawley believes that Congress should revise the administrative provisions separately in the next session. His suggestion has the approval of the American Protective Tariff League. President Coolidge has not declared himself on the proposal, but some of the administration leaders are inclined to be hostile to any sort of tariff revision.

Hawley Asks for Revision Suggestions

Representative Hawley in commenting on his observations in New York said that he had been told that if administrative provisions of the tariff law were thoroughly overhauled it would mean additional customs revenue to the government of at least \$50,000,000 annually. He said that if this is true it is certainly desirable that this revision should be undertaken as early as possible.

While in New York he requested members of the board of general appraisers, officials of the office of the appraiser of the port and various importing groups to prepare suggestions for changes in administrative sections of the tariff law. This will be furnished to him before Congress convenes next winter, and he intends to take up the matter with the Ways and Means Committee which is to meet in October to commence hearings on a revision of the tax law. It would be possible for the Ways and Means Committee to proceed with a revision of administrative provisions as soon as the tax law is out of the way.

Mr. Hawley has not definitely committed himself to any specific changes in the administrative provisions of the tariff law but says that present sections relating to appraisements and classification are much in need of change.

"There seems to be an impression that a very considerable amount of revenue would be collected if the law were amended in certain respects," said Mr. Hawley.

WASHINGTON, April 11.—The status of several government agencies has been affected by developments of the last month.

A radical change in procedure in policies of the Federal Trade Commission has taken place at the instance of the three majority members of the commission who for the first time are responsive to the wishes of the Coolidge administration. The changes are designed to make the commission less hostile to business and to eliminate the issuance of unnecessary complaints.

The Tariff Commission apparently must change its policy with respect to confidential information under a decision of the Court of Appeals of the District of Columbia. This decision, which was in the sodium nitrite case, was to the effect that costs of production affecting individual producers are not "trade secrets" within the meaning of the law and that all such information must be furnished to those desiring it. The commission in a formal statement has expressed the fear that the decision if fully applied will present serious difficulties in the way of a proper operation of the flexible tariff.

The Patent Office during the month has been transferred from the Interior Department to the Department of Commerce. This places the bureau under Secretary of Commerce Hoover who proposes to reorganize it to better meet the needs of business.

Trade Board Policy Changed by 3 to 2 Vote

The Federal Trade Commission changed its rules of procedure by a vote of three to two. Those forming a majority were Chairman Van Fleet and Commissioners Hunt and Humphrey, all of whom have been appointed since the Republicans came into power. Commissioners Nugent and Thompson, holdover Democrats from the Wilson regime, dissented.

The commission for the guidance of its force issued the following:

"Hereafter it shall be the policy of the commission not to entertain proceedings of alleged unfair practices where the alleged violation of law is a purely private controversy redressable in the courts except where said practices substantially tend to suppress competition as affecting the public. In all such cases there must be three parties involved, the respondent, the competitor injured and the public. In cases where the alleged injury is one to a competitor only and is redressable in the courts by an action by the aggrieved competitor and the interest of the public is not substantially involved, the proceeding will not be entertained.

"The chief counsel is hereby directed to report to the commission with a memorandum stating his reasons and views in all such cases now pending for the disposition of the commission, and the chief examiner shall also report to the commission all pending applications for a complaint where the examination in his opinion shows that said application comes within this rule."

The commission also adopted the following as its policy in the handling and settlement of cases:

"The end and object of all proceedings of the Federal Trade Commission is to end all unfair methods of competition or other violations of the law of which it is given jurisdiction. The law provides for the issuance of a complaint and a trial as procedure for the accomplishment of this end. But it is also provided that this procedure shall be had only when it shall be deemed to be in the public interest, plainly giving the commission a judicial discretion to be exercised in the particular case.

"It has been contended that the language of the statute using the word 'shall' is mandatory, but in view of the public interest clause no member of the commission as now constituted holds or has ever held that the statute is man-

datory. Hence, the proposed rule for settlement of applications for complaint may be considered on its merits.

"If it were not for the public interest clause it might appear that the statute would be mandatory. It remains to determine what effect the public interest clause has. In the interest of economy and of dispatch of business as well as the desirability of accomplishing the ends of the commission with as little harm to respondents as possible, all cases should be so settled where they can be except where the public interest demands otherwise.

"But when the very business itself of the proposed respondent is fraudulent, it may well be considered by the commission that the protection of the public demands that the regular procedure by complaint and order shall prevail. Indeed there are some cases where that is the only course which would be of any value at all. As for instance the so-called Blue Sky cases and all such where the business itself is inherently fraudulent or where a business of a legitimate nature is conducted in such a fraudulent manner that the commission is warranted in the belief that no agreement made with the proposed respondent will be kept by him.

"The rule shall be that all cases shall be settled by stipulation except when the public interest demands otherwise for the reasons set forth above, and that the chief examiner in accordance therewith or the Board of Review shall bring forward to the commission for such settlement all cases which in their opinion shall fall within this rule with their written recommendation."

New Rule Regarding Hearings

The commission also adopted a rule providing for hearings by proposed respondents before a complaint is issued. The new rule provides that:

"In all cases before the Board of Review, before it shall recommend to the commission that a complaint issue, it shall give to the proposed respondent a hearing before said board to show cause why a complaint should not issue. Said hearing shall be informal in its nature and not involve the taking of testimony. The proposed respondent shall be allowed to make or submit such statement of facts or law as it desires. The extent and control of such hearing shall rest with a majority of said board. Three weeks notice of the time and place of such hearing shall be served on the respondent by the secretary of the commission."

While under the old rule a notice and hearing is given after complaint is issued, a majority of the commission is of the opinion that the mere issuance of a complaint often is of damage to a respondent if it shall be found that the respondent is not guilty of the practices charged. It is impossible to obviate this in all cases, but the majority feels that great care should be exercised to avoid such effects. Therefore, the majority believes it is in the interest of justice that before a complaint is issued against a party, he should be afforded an opportunity to show any reason he may have either in fact or in law why a complaint should not be issued.

Decision Orders Trade Secrets Divulged

A decision of the Court of Appeals of the District of Columbia affecting the Tariff Commission is the most important ruling given by any court with respect to the operation of the flexible tariff since its adoption in the Tariff Act of 1922. Members of the Tariff Commission are of the opinion that if carried out the rule laid down by the court will not only be highly obnoxious to domestic manufacturers, but it will make it practically impossible to obtain any cost information from producers in other countries.

The decision was in the case of the Norwegian Nitrogen Products Company, Inc., an importer of sodium nitrite, which sought unsuccessfully to obtain from the Tariff Commission information relative to the costs and financial status of the American Nitrogen Products Company, a domestic producer, which filed an application for an increase in duty. The importer appealed from a decision of the District of Columbia Supreme Court which refused to grant a writ of mandamus against the Tariff Commission and which sustained the contention of the commission relative to its duty with respect to confidential information.

The decision of the Court of Appeals was of a peculiar character. The judgment of the lower court was affirmed on the ground that President Coolidge, having already increased the duty on sodium nitrite upon the recommendation of the Tariff Commission, the case has been cleared and there would be no purpose in issuing a mandamus order directed against the commission. The upper court in its findings, however, upheld the contention of the importer that the information in question relative to costs of the domestic producer should have been furnished by the commission.

Former Judge Marion DeVries, counsel for the Norwegian Nitrogen Products Company, announced that he would ask President Coolidge to rescind his order increasing the duty on sodium nitrite on the ground that the Tariff Commission reached its conclusion in a manner contrary to law. He stated that he would enter an appeal from the court ruling insofar as it affirmed the judgment of the lower court.

The Court of Appeals held that the term "trade secrets" for which secrecy is specifically provided in the law does not mean costs of production but rather "an unpatented secret commercially valuable plan, appliance, formula or process which is used for the making, preparing, compounding, treating or processing, of articles or materials which are trade commodities."

"There is nothing in the record showing and the appellee does not claim that the making known of any of the costs of production involved a disclosure of any unpatented, secret commercially valuable plan, appliance, formula or process used for the making, preparing, compounding, treating or processing of articles or materials," said the court in its opinion written by Acting Associate Justice James F. Smith. "For the purposes of this case, therefore, the costs of production demanded by the opposition cannot be regarded as trade secrets."

"Costs of production of and by themselves are simply matters of business privacy, the disclosure of which is not forbidden by section 708 of the act of 1916."

"Business privacy will be protected, it is true, from mere fishing expeditions in search of evidence and from the prying scrutiny of those who have no higher motive than curiosity, illicit gain or malice. The disclosure of matters of business privacy may be compelled, however, if such matters be material and relevant evidence for the protection of the public or for determination of the rights of interested parties by a legally constituted tribunal or body authorized to procure and consider such evidence."

Tariff Board Comments on Decision

The Tariff Commission issued a formal comment on the decision, in part as follows:

"In every investigation the Tariff Commission gives out all the data and information possible without disclosing the individual production costs of particular producers, foreign or domestic. If it did not refuse to divulge these data it may be doubted whether any foreign production costs whatever could be obtained. The view heretofore followed has been that an investigation means precisely what the word imports; and that the hearing incident to it is not for the purpose of trying out a contest between interested parties whether importers, consumers, or producers, but for the purpose of informing the commission and enabling it the better to report to the President.

"While the Tariff Act of 1922 designated the Tariff Commission as the agency for conducting the investigations required to assist the President in exercising his powers under the flexible section, that act did not confer any new investigational powers upon the commission. All its investigational powers are derived from the Organic Act of 1916.

"To the exercise of these investigational powers, by means of which individual production costs are obtained, Congress annexed two fundamental conditions. Section 706 of the act of 1916 provides that no person shall be prosecuted on account of any matter as to which he may be required to testify or produce evidence. The second condition is the provision in Section 708 making it unlawful for any member of the Tariff Commission or any other governmental officer 'to divulge in any manner whatever, not provided for by law, to any person, the trade secrets or processes of any person, firm, copartnership, corporation or association' em-

braced in any investigation conducted by the commission.

"The inquiry thus reduces itself to the question whether individual costs of production are 'trade secrets' in the sense of this prohibition. Prior to the passage of the flexible tariff, Congress had been repeatedly advised by the Tariff Commission's reports that Section 708 was being construed as protecting individual costs of production, care being taken to state all information in such manner as not to disclose any producer's cost figures. It has been thought that Congress has recognized and sanctioned this view.

"It is to be feared that a construction placed upon 'trade secrets,' confining the term to an unpatented secret, commercially valuable appliance, formula or process, would, if generally applied, make the flexible tariff provision exceedingly difficult to carry out. The commission cannot but feel that the protection of individual cost figures heretofore invariably accorded under the law against disclosing trade secrets is of vital concern to the effective execution of the present flexible tariff provision."

Tariff Board Functioning More Smoothly

The Tariff Commission has been working a little more smoothly apparently since Alfred P. Dennis took office as one of the Democratic members succeeding David J. Lewis who went out of office on March 4.

The commission recently presented a unanimous report to President Coolidge recommending an increase in the duty on potassium chlorate. The duty at present is one and one-half cents per pound, and it is the understanding that the recommendation is to the effect that the rate should be increased the maximum allowed, which would be two and one-fourth cents, in order to equalize differences in costs of production in this country and principal competitive countries.

Controversy Over Duty on Linseed Oil

President Coolidge has failed to act as yet on a recommendation of the Tariff Commission for a decrease in the duty on linseed oil. Two reports were submitted to the President, both recommending decreases, but three of the six members favored a greater cut than the other three. Because of the conflicting nature of the two reports the President has had difficulty in reaching a decision. Representatives of flaxseed crushers in the Northwest meantime have urged the President to make no reduction in the duty on linseed oil, their fear being that it would reduce the price of flaxseed.

John B. Gordon, Washington representative of the Bureau of Raw Materials for the American Vegetable Oils and Fats Industries, has denied that a reduction in the duty on linseed oil would affect the prices of flaxseed.

"The consumers of linseed oil desire, through the placing of a proper compensatory duty on linseed oil, to reduce the imports of seed and increase the imports of linseed oil thereby," says Mr. Gordon. "This can in nowise injure the welfare of the Northwestern flaxseed grower but it does mean a tremendous lot to the linseed oil users of the United States who feel that they will never be assured fair linseed oil prices in the domestic linseed oil market until the domestic flaxseed crusher is made to pay some degree of attention to world linseed oil prices.

"One fact linseed oil consumers in the United States want to be sure on—they want to know that there is one competitor in the field who cannot become so friendly with his competitor that there is no longer any competition. This fact they cannot be assured of unless a proper compensatory duty is placed on linseed oil in lieu of the excessive duty which now exists.

"The interests of all farming classes are combined with that of all other consuming classes in this effort to force the closely knit family of flaxseed crushers to sell linseed oil at fair prices."

Hicks New Alien Property Custodian

Frederick C. Hicks, member of Congress from New York from 1914 to 1922, has been appointed by President Coolidge to be Alien Property Custodian to succeed Thomas W. Miller, recently resigned. Mr. Hicks has been prominent in politics for years, having been a close friend of the late President Roosevelt.

Synthetic Aromatic Imports

Imports of synthetic aromatic chemicals in March totaled 11,018 pounds valued at \$21,040 as compared with 6,645 pounds valued at \$26,831 in January and 5,088 pounds valued at \$18,875 in February.

The monthly tabulation follows:

| Name of Chemical | Quantity | | Per Cent by Country of Shipment |
|---------------------------------------|----------|--------|---------------------------------|
| | Pounds | Ounces | |
| Acetophenone (c.) | 10 | .. | Holland, 100% |
| Benzaldehyde (c.) | 384 | .. | Germany, 100% |
| Benzophenone (c.) | 100 | .. | Holland, 100% |
| Benzyl acetate (c.) | 721 | .. | Holland, 76% |
| Benzyl alcohol (c.) | 50 | .. | France, 24% |
| Benzyl benzoate (c.) | 2,414 | .. | Germany, 100% |
| Benzyl butyrate (c.) | 25 | .. | Germany, 87% |
| Benzyl formate (c.) | 5 | .. | Switzerland, 8% |
| Benzyl propionate (c.) | 45 | .. | Holland, 5% |
| Centaurea crystals (c.) | 15 | .. | Switzerland, 100% |
| Cinnamic aldehyde (c.) | 100 | .. | Holland, 100% |
| Coumarin extra A (c.) | 73 | .. | Holland, 100% |
| Ethyl cinnamate (c.) | 7 | .. | France, 100% |
| Ethyl heptilate (c.) | 2 | .. | France, 100% |
| Ethylphenyl acetate (c.) | 15 | .. | Holland, 100% |
| Heliotropine (c.) | 490 | .. | Germany, 79% |
| Heliotropine extra (c.) | 13 | .. | Holland, 11% |
| Hyacinth absolute (c.) | 55 | .. | Switzerland, 10% |
| Isobutyl acetate (c.) | 2 | .. | France, 100% |
| Indol (n. c.) | 3 | .. | Germany, 100% |
| Jacinth absolute (c.) | 100 | .. | France, 100% |
| Methyl acetophenone (c.) | 47 | .. | France, 67% |
| Methyl anthranilate (c.) | 550 | .. | Holland, 33% |
| Methyl methyl anthranilate (c.) | 25 | .. | Switzerland, 100% |
| Methyl nonylacetic aldehyde (c.) | 1 | .. | Holland, 56% |
| Methyl p-cresol (c.) | 75 | .. | France, 44% |
| Methylphenyl acetate (c.) | 15 | .. | Germany, 36% |
| Musk ambrette (n. c.) | 740 | .. | Holland, 36% |
| Musk ketone (n. c.) | 668 | .. | Switzerland, 28% |
| Musk toniquin (n. c.) | 13 | 8 | Switzerland, 100% |
| Musk xylene (n. c.) | 2,200 | .. | France, 100% |
| Nerolin (h-naphthol ethyl ether) (c.) | 105 | .. | Switzerland, 67% |
| Paracresol acetate (c.) | 25 | .. | Holland, 33% |
| Phenylacetic acid (c.) | 25 | .. | Switzerland, 100% |
| Phenylacetic aldehyde (c.) | 102 | .. | Holland, 58% |
| Phenylacetic aldehyde residue (c.) | 25 | .. | Switzerland, 27% |
| Phenylethyl acetate (c.) | 27 | .. | Germany, 15% |
| Phenylethyl alcohol (c.) | 1,548 | .. | Switzerland, 49% |
| Phenylethyl alcohol extra G (c.) | 50 | .. | France, 33% |
| Phenylethyl butyrate (c.) | 5 | .. | Holland, 18% |
| Phenylethyl cinnamate (c.) | 2 | .. | France, 100% |
| Phenylethyl valerianate (c.) | 2 | .. | Switzerland, 91% |
| Phenyl oxide (c.) | 2 | .. | Holland, 9% |
| Phenylol residue (c.) | 50 | .. | Germany, 52% |
| Skatol (c.) | 58 | .. | Switzerland, 48% |
| Vanillin (c.) | 26 | .. | Switzerland, 100% |

(n. c.) Non-competitive.
(c.) Competitive.

Dye Sections of Tariff Law Under Court Survey

Arguments have taken place before the United States Court of Customs Appeals in a group of cases involving the interpretation of the dye sections of the tariff law. The issue in the cases was whether certain imported dyes compete in the American market with domestic dyes for domestic uses.

The tariff against competitive foreign dyes is one of the features of the law designed for the purpose of fostering the American dye industry, according to Marion De Vries, who appeared before the court on behalf of the domestic dye manufacturers as amicus curiae. Attorney De Vries reminded the court that if it ruled that the foreign dyes

are not competitive within the meaning of the law it would defeat the intent of Congress.

H. A. Metz & Co., New York importers, have asked that the court reverse the decision of the Board of General Appraisers to the effect that Alizarin blue, black B and BBB were competitive with domestic dyes under the tariff act, on the ground that they are not properly competitive within the meaning of the law because they do not produce substantially the same results when used in substantially the same manner.

The court also heard again a group of cases involving importation by Kuttroff, Pickhardt & Company, of New York, of Crystal violet, Benzo red and Indanthrene blue, that had been remanded to the Board of General Appraisers by the court last year for its findings of fact and conclusions. Counsel for the government announced that the board continued to adhere to its original opinion that the imported colors are in competition with domestic dyes.

Commerce Bureau Plans Trade Expansion

The Bureau of Foreign and Domestic Commerce has mapped out its program for expansion of trade promotion work after July 1 when increased appropriations for the next fiscal year will become available.

The plans contemplate the establishment of six new offices in foreign countries and two new offices within the United States. The increased funds will be available, beginning July 1, and the new offices will be opened at that time.

The six new foreign offices will include two in Europe, two in Latin-America and two in other countries. One of those in Europe will be at Lisbon, Spain, and the other in northern Italy, possibly Milan, Genoa or Turin. Of the two in Latin America one will be in Venezuela and the other at some point in Central America. The other two new foreign offices will include one at Singapore and the other at Sydney, Australia.

All of the new foreign offices will be trade commissioner offices, except possibly that in Venezuela which may be given a commercial attache office.

The new domestic offices will include one at Portland, Ore., and another in the Middle West or South. Cities under consideration include Louisville, Kansas City, and Houston.

The fund for the promotion of domestic commerce has been given a substantial increase and there will be new surveys of various kinds and other activities besides the opening of two new offices.

Importers Protest Customs Rule Change

Representatives of the National Council of American Importers and Traders, Inc., have appeared before Interstate Commerce Commission officials to protest against a proposal of New York appraisers that customs regulations be changed to require importers to supply additional price information on consular invoices.

Some of the importers took the stand that the proposal could be worked out with respect to a limited number of commodities but, against this, merchandise shipments made up of numerous small items would carry with it an exceeding hardship on importers. In other words, the importers took the view that they were willing to extend such assistance to the appraiser as was reasonably within their power but were bitterly opposed to any change that would throw the whole burden on them while the appraiser's office obtained all of the benefits.

Hoover to Work Out Patent Office Reforms

The transfer of the Patent Office to the Department of Commerce was effected by executive order issued by President Coolidge. Secretary of Commerce Hoover explained the purpose in making the change. He announced that a vigorous campaign would be launched for the removal of injustices against American patentees and American manufacturers which exist by reason of the character of the patent laws in various nations.

"The better organization of the federal government to secure economy and efficiency requires that functions of similar major purpose shall be grouped together," Secretary Hoover stated. "The Patent Office is a scientific bureau for

(Continued on Page 84)

TRADE BOARD DECIDES MARINELLO CASE

WASHINGTON, April 11.—The Federal Trade Commission has issued an order finding the Marinello Company, of La-Crosse, Wis., guilty of using unfair methods of competition in the maintenance of a resale price plan in connection with the sale of cosmetics and toilet preparations. The commission has issued an order requiring the company to cease and desist from such practices.

The findings state that the respondent solicits and procures from dealers retailing its products reports of price cutting on the part of other dealers, and acts on such reports in forcing such offending dealers to the future observance of respondent's standard prices. The findings recite various methods used by respondent in maintaining its price schedule. These methods are described and explained by letters and telegrams to and from the respondent and their customers. It was also found that in all of respondent's resale price practices it has enlisted and obtained the co-operation of its dealers generally and all interested parties in an active effort to maintain respondent's prices with the result that its products are sold generally at respondent's uniform prices thereby preventing dealers from selling at such lower prices as might be deemed warranted by them.

The order requires the respondent to cease and desist from:

- (1) Entering into contracts, agreements or understandings with dealers or any of them that respondent's products are to be resold by such dealers at prices specified or fixed by respondent;
- (2) Procuring, either directly or indirectly from its dealers, agreements, promises or assurances that the prices fixed by respondent will be observed by such dealers;
- (3) Requesting its dealers to report the names of persons who do not maintain respondent's resale prices, or who are suspected of not maintaining same;
- (4) Seeking the cooperation of dealers in making effective its resale price maintenance policy by manifesting to dealers an intention to act upon all reports sent in by them of variations from the suggested prices, by the elimination of the price cutter; by informing dealers that price cutters reported who would not give assurance of adherence to the suggested resale prices had been or would be refused further sales; by employing its salesmen to investigate the charges of price cutting reported by dealers and advising dealers of that fact;
- (5) From cutting off or endeavoring to cut off the sources of supply of a dealer not buying direct from respondent on account of such dealer's failure to observe respondent's suggested resale prices.

Two Soap and Drug Trade Cases Quashed

The Federal Trade Commission has dismissed its complaint against the Citrus Soap Company of California, whose principal office is in San Diego, Cal. The company is a manufacturer of washing powder, soap and similar products, and in the complaint was charged with cooperating with others in the maintenance and enforcement of retail prices at which its products were to be sold.

Commissioner Nugent dissented to the dismissal.

The commission also has dismissed for failure of proof, its complaint against McKesson & Robbins, Inc., Schieffelin & Co., and the *Druggists' Circular*, all of New York City. The complaint charged the respondents with cooperating to eliminate competition in the sale and distribution of druggists' sundries and supplies.

New Rules in Bankruptcy

The Supreme Court has announced seven new rules and a number of important amendments to its existing rules in bankruptcy proceedings. The new rules cover representations of creditors by receivers or their attorneys, the rights of receivers and marshals as custodians, the waiver of right to share in composition deposits, compensation of attorneys, receivers and trustees; the fees and expenses of attorneys for petitioning creditors and the appointment of attorneys for receivers or trustees, and the condition under which auctioneers, accountants and appraisers may be employed by a receiver or trustee in bankruptcy.

MUCH IS EXPECTED OF NEW TREASURY EXECUTIVE

**Andrews is Known to Be Strict but Square, and Pleases Industries;
Curb is Probable on Pro Unit's Numerous Harassing Mimeographs**

WASHINGTON, April 11.—Alcohol-using industries appear to have reason for satisfaction in the reorganization of agencies in the Treasury having to do with prohibition enforcement.

Effective April 1, the Prohibition Unit of the Internal Revenue Bureau, the Customs Service, and the Coast Guard were placed under the jurisdiction of Lincoln C. Andrews, the new Assistant Secretary of the Treasury, appointed upon the resignation of Eliot Wadsworth. It was known that General Andrews, who is a former regular army officer of many years' experience and has a reputation as an organizer, is to devote himself to co-ordinating the various agencies which have a hand in prohibition enforcement and to improving enforcement methods.

Previously prohibition enforcement was under Assistant Secretary of the Treasury McKenzie Moss. Mr. Moss also had the Coast Guard and Customs Service but on top of them he had jurisdiction over the income tax activities of the Internal Revenue Bureau. He was loaded down to such an extent that he was unable to devote his attention to prohibition matters to the extent that Mr. Andrews is expected to.

In reallocating the different bureaus of the Treasury the Internal Revenue Bureau was divided. Mr. Moss retained the income tax unit of the Internal Revenue Bureau when the Prohibition Unit was switched to Mr. Andrews.

Haynes's Authority Apparently Curtailed

From the viewpoint of the alcohol-using industries the change seems to insure more thorough consideration of all drastic regulations of the Prohibition Unit from which an appeal may be taken. By increasing the authority of the Assistant Secretary of the Treasury the authority of Prohibition Commissioner Haynes is expected to be curtailed by that much. The prohibition commissioner continues under the immediate jurisdiction of the commissioner of internal revenue as provided by law. Appeals from rulings of the prohibition commissioner would go to Commissioner of Internal Revenue Blair and thence to Assistant Secretary Andrews and finally to Secretary of the Treasury Mellon. As long as this system continues the alcohol-using industries do not believe that Prohibition Commissioner Haynes can do much damage to legitimate industries.

There is a feeling that if the new scheme of organization proves successful it will lessen the chances of the passage of the Cramton bill creating a separate prohibition bureau in the Treasury in the next session of Congress. Representatives of alcohol-using industries hope that the coordination brought about under Assistant Secretary Andrews will develop an enforcement system which will prove any further change to be unnecessary.

Satisfaction over the reorganization has been expressed by Wayne B. Wheeler, general counsel of the Anti Saloon League. Mr. Wheeler, however, says that the Cramton bill is as essential as ever and that the Anti-Saloon League will renew its efforts for its passage in the next session.

Prohibition Commissioner Haynes continues to hold his office and there has been no indication at the White House that his removal is in prospect as reported some months ago. It is assumed that under the reorganization Assistant Secretary Andrews will be expected to make such recommendations as he sees fit for the improvement of the service, including such changes in personnel as may be desirable.

The question of transferring prohibition enforcement to the Department of Justice has come up again in connection with a recommendation for such action by the Federal Grand Jury at Philadelphia. Opposition to such a move has been expressed by President Coolidge.

It was stated at the White House that the President originally was favorably disposed toward the suggestion that prohibition enforcement should be under the Department of

Justice. After considering the matter further and after talking with Prohibition Commissioner Haynes he changed his opinion. His impression now seems to be that because of the connection between prohibition enforcement and revenues and with other activities of the Treasury Department there is good reason why prohibition enforcement should remain where it is.

The President favors placing employees of the prohibition service under civil service as recommended by the Jury.

Propaganda for the passage of the Cramton bill or some similar legislation is being continued by the various organizations associated with the Anti-Saloon League. A sample is a statement from the Board of Temperance Prohibition and Public Morals of the M. E. Church.

This organization in dealing with the industrial alcohol situation says:

"When the Volstead law was drafted it was not thought that industrial alcohol would be a source of much trouble. The law did not provide for control of it. Permits for the use of alcohol in industry were handed out with entirely too much freedom. Today a great deal of the alcoholic liquor being bootlegged in Eastern cities is industrial alcohol redistilled. Much of this stuff is still extremely poisonous, aside from the alcohol poison in it, as the redistillation is only partially effective.

"Congress must give additional legislation, designed to afford industry all of the facilities in the use of alcohol necessary for the conduct of legitimate business and which will nevertheless enable the Prohibition Unit to control the production and distribution of this commodity in such a way as to eliminate redistilled alcohol from the bootleg trade. The manufacturer who is conscious of a desire to conduct his business in an absolutely legitimate way may be inclined to be restive under the restrictions and the red tape which will be necessary for the control of this matter, but he should consider that the petty annoyances to which he may be subjected for a short time are due by way of cooperation to the government and that they will relieve the industrial world of the camp followers who are abusing the privileges of the permit system."

Representatives of associations composed of alcohol-using industries are expressing concern over the trend of events in connection with legislation in various states. A movement for restrictive legislation ostensibly in the interest of prohibition enforcement but actually aimed at various legitimate products containing alcohol is under way. The Iowa state legislature recently passed a bill of this character and fears are expressed that similar measures will be passed elsewhere.

Marking of Proof on Denatured Alcohol

Prohibition Commissioner Haynes has issued Pro. Circular Coll. No. 616 (Pro. No. 332) as follows on the marking of apparent proof on packages of specially and completely denatured alcohol:

"The attention of this office has been called to the discrepancy between the first issue of Regulations No. 61, Article 102, and a later reprint of the same Regulations with respect to marking the apparent proof on packages of specially denatured alcohol when filled at a denaturing plant.

"This office is of the opinion that it is unnecessary to mark the apparent proof on packages of specially denatured alcohol which, under the regulations, must be prepared from 190 proof ethyl alcohol unless otherwise specifically provided for, and such course need not be required by you.

"It is believed, however, that the apparent proof should be marked on all packages of completely denatured alcohol inasmuch as the latter may be prepared from ethyl alcohol of 160° proof and upwards.

"Queries regarding this circular should refer to the number thereof and the symbol Pro: I. A. & C."

BABSON AND SCHWAB OPTIMISTIC OF TRADE FUTURE

**Gradual and Steady Improvement Observed Right Along in Most Lines;
Steel Chief Predicts Tremendous Development in the Next Twenty Years**

Roger W. Babson, the noted statistician and expert, in his current commercial outlook, gives the following survey of business conditions, present and future, based upon thorough investigation and careful observation of the field:

"Business, with minor recessions, has been gradually improving since 1921. We also have advanced a considerable distance from the low point of last summer. That many expected an early business boom to take place is evident, and these people have been surprised that industrial commodity prices did not rise more during the recent months. Analysis of the production figures, however, shows very clearly why there has been no strong speculative movement in commodities and why there is not likely to be any large advance during the next few months. The plant, machinery and personnel for abnormally large producing capacity were developed during the boom of 1916-1919, and in some industries were further increased during the spurt in 1922-1923. This is true in most lines of manufacture and particularly so in the basic raw materials. Hence as soon as demand increases, production is quickly increased to meet it. There is no opportunity for shortages which would cause sharp price advances.

Smaller Price Movements As in Pre-War Times

"Wide fluctuations in commodity prices during the past ten years have warped the perspective of the average buyer. Today any movement in the general price indexes less than 10% or 15% is considered relatively small. Before the War, however, the maximum movement in commodity price averages from an area of depression to one of overexpansion was not ordinarily over 20%. As the artificial conditions generated by the War are left behind, we should naturally expect the more stable conditions which used to exist.

"Business men should be able to look forward to a condition which will be less dangerous than the violent price changes to which they have become accustomed. The opportunities for large speculative profits in materials will be fewer, but at the same time there should be less risk of severe inventory losses. It is to this end that the Federal Reserve System is working, endeavoring to maintain a more even balance between supply and demand. Even more important as a stabilizer, however, is the influence of large producing capacity and vigorous competition. It all means that manufacturers must rely more on the productive efficiency of their plants rather than upon appreciation in value of merchandise and materials.

Underlying Conditions Are Favorable

"It is because of the above situation that we have advised our friends to maintain a conservative buying policy, even though planning for a fair amount of business. This is an era of competition, both domestic and international. At the same time it is a period of healthy growth for those companies which are efficiently organized and which have the red blood to cope with such conditions.

"Any attempt to force such a sudden burst of activity quickly develops an over-supply of goods and brings about a temporary reaction. Such ups and downs are bound to occur, although the area movement is gradually upward.

The fact that production has been rapidly increasing during recent months suggests that some recession is only natural. *Hence our advice is to buy carefully, although bearing in mind that no matter what the temporary movements are, the underlying trend should be toward better times.*

"For the moment there is little movement one way or the other in the other commodity price averages. To some this is a disappointment, especially as it comes in a month when usually a strong price tendency is expected. In our opinion, however, this present check to the rise in commodities will prove a blessing before the year is over. It means that price inflation is not under way and it indicates better conditions later in the year than would be the case if a rapid advance in prices were now taking place."

Schwab Visions Great Growth in Industries

The close relationship and harmony existing today between all branches of the building industry, both as regards capital and labor, are the most important factors in the development of industry in this country, said Charles M. Schwab, steel manufacturer, in an address recently before 800 members of the New York Building Congress. The real development of the country, he said, lies in the 20 years ahead. "No country is so rich," he declared, "no country has a population so alert, honest, and progressive as ours. Honest rivalry, honest cooperation, the spirit of live-and-let-live will make the United States impregnable in industry." He predicted tremendous development in all of American industries in the two decades to come.

Retail Trade Brisk in Easter Season

Retail trade during early April has been the most active since last December, according to Bradstreet's. Intensive advertising and the best pre-Easter weather conditions for several years are said to be responsible. Combined retail sales by mail-order, chain and department stores also made a better showing during March than they have for some months.

Business Volume Again Exceeds Billion Mark

Federal Reserve Board reports show that in the first week of April the business volume of the Nation as seen in the bank reports climbed to \$1,626,000,000 in excess of the figures a year previously.

Favorable Conditions Remain Dominant

Guaranty Trust Co. of New York, in its current survey finds that the "favorable conditions underlying the recent expansion apparently remain dominant." Despite some retarding factors, industry and trade in most lines continue at comparatively high levels of activity.

Two Department Stores Make New Records

Net sales of R. H. Macy & Co. for the fiscal year to January 31 established a new high record. The official report, shows net sales of \$56,369,795, against \$51,232,360 in the previous year.

Sales of Gimbel Brothers, Inc., for the twelve months ended Jan. 31, amounted to \$102,110,801, and established a new high record. The total compares with sales of \$101,544,467 in the previous period.

News Permeates Every Page

The text pages of the AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain *all* of the news. You must read the advertising pages also to get the full benefit.

WHAT DO THE WOMEN THINK ABOUT IT?

Vitaly Important Question Concerning Goods Meant for the Fair Sex,
But the Answer to Which Is a Real Mystery to the Average Manufacturer

By LEROY FAIRMAN

New York Advertising and Merchandising Expert

One evening I accompanied the lady of the house to the home of a friend whose family circle had recently been blessed by the arrival of a new member. The infant being proudly exhibited by its adoring mother, I exclaimed, in all earnestness and sincerity, "Whee, but that's a fine baby!" My companion was far from contenting herself with so simple and terse a comment; she launched into a long and extravagant dissertation upon the loveliness of the infant, using a staggering array of laudatory adjectives and superlatives.

On the way home I inquired meekly as to the reasons why a woman finds it impossible to praise, or even describe, a baby, a gown or a kitchen stove without drawing so heavily on the dictionary.

"It's because women expect it," was the reply, "Mrs. Wilkins was delighted when you told her she had a fine baby; that's all she expected of a man. But if I had said what you did she would never have forgiven me; I might as well have said that her child was the ugliest little brat in seventeen counties. Women are expected to go into raptures and use all kinds of exaggerated, high-falutin' language when their opinion is asked. They just have to do it—don't ask me why, for I don't know."

It occurred to me then, and has occurred to me many times since, that here is a lesson on feminine psychology well worth the careful study of the man who produces and advertises goods bought by women and more especially goods intended for the personal and intimate use of women.

Some Men Think They Know What Women Want

It is a fact, I believe, that most toilet preparations are formulated, named, labeled and packed by men who think they know what women want, but would be at a loss to explain why they think so. As a rule, their reasoning runs somewhat like this: "Pegram's Skin Ointment is a big success. It's chemical properties are thus and so. It is put up in a long blue bottle. It has a yellow label with a picture of a green parrot on it. It sells for 50 cents. For these excellent reasons I will call my preparation Hogram's Skin Unguent. I will use ingredients which are thus and so, adding a little essence of dinkobus to make it different. I will put my preparation up in a long green bottle with a blue label adorned with the picture of a yellow duck. I will sell it for 50 cents. And so, of course, I will make a big success."

This may be a trifle exaggerated, but not very much. We have all heard, time and again, a proposed toilet article described as something that will "do" such and such things for the user; how many times did you ever know of a really exhaustive investigation being made to ascertain whether the things a preparation will "do" are in all respects and particulars what women want "done," and whether it will do them in the way women want them done?

A few days ago there was brought to an advertising agency a toilet article which has achieved a notable success abroad, but has not as yet been introduced in America.

As it is directly in line with present day tendencies here, and apparently adapted to ride along on the crest of a fashion wave, it looked to the men of the advertising agency like a mighty good thing. There seemed to be no good reason for questioning its merit or its salability; it had sold well abroad over a considerable period of time, and had behind it a great mass of flattering testimonials, many of them from women prominent in public life.

However, as a precautionary measure, the article was supplied to ten women for trial. Every one of the ten turned it down, flat! They did not like it at all. For two excellent reasons, based upon American habits and preferences, it was unsatisfactory. Consequently the agency refused to have anything to do with it, and advised against any attempts to introduce it in this country.

Good Policy to Consult Members of the Fair Sex

Now if the men in the advertising agency had relied upon their own judgment, and made a favorable recommendation, it is likely that a large amount of money would have been spent in preparations for the importation of the goods, in merchandising effort and in advertising and months later it would have been ascertained that there was no market for the commodity in America.

It is too often the case that between the men who plan and make goods for women and the women themselves there is a soundproof wall. On one side of the wall the men work in the light of their own reason and judgment; on the other the women wait to see what the men will produce. If they like it, they buy it; if they don't like it, they refuse to have anything to do with it, and tell their friends and neighbors to beware of it. In either case, the manufacturer is usually in the dark as to what women really think about his goods.

Women have very decided likes and dislikes in the matter of styles, sizes, shapes and colors of packages. Few manufacturers ever bother to know what these preferences and objections are. The attitude of the maker is that what he likes is good, and that women must like it because it suits him. Generally the reverse is the case.

Women are more diplomatic than men, and more anxious to be agreeable. They lie more easily, more fluently; they dislike, unless sufficiently aroused, to state unpleasant facts. If they happen to be in an agreeable mood when you ask them a question, and if they like the color of your eyes and your choice in neckties, they are likely to burst forth with extravagant and unqualified expressions of commendation of an article which they secretly think is on a par with the ugliest brat in seventeen counties. For this reason it is not always easy to get from women an accurate and entirely truthful opinion.

A further confusing fact is that women will buy an article whose appearance they detest if its quality is right. This misleads many a manufacturer. His goods sell well; therefore it seems evident that everything about them must be thoroughly satisfactory; whereas, in fact, his name,

style, package and color are working against him instead of for him.

It may be said (and frequently is) that if women buy the goods the manufacturer should be perfectly satisfied; that he should worry about their silly little ideas about graceful containers and artistic packing. Not so; not at all! The manufacturer whose package is working against him has to overcome a heavy handicap in order to make his first sale; it costs him more, in sales effort and advertising expense to sell Mrs. Consumer her first package. This is a highly important matter; often the difference of a few cents in selling costs of the first package, changes what would be a satisfactory percentage of profit into an unsatisfactory percentage—in other words, it marks the dividing line between success and failure.

Competition a Factor to Be Considered

Another factor to be considered is competition. There is no law against some other man coming into the market with a product as good as yours, a product which affords precisely the type of service to the consumer which has made yours acceptable. If such a competitor has the further advantage of a package which meets those silly little ideas you have been deriding, he has you on the hip. He may not lick you this year or next; but, all other things being equal, he has an advantage over you which will in the course of time make serious trouble for you. And if that isn't important, what is?

To my mind, one of the most serious mistakes that the manufacturer of toilet goods makes is the one referred to in the first paragraphs of this article, imitation of the nature, quality and style of goods already in the field.

How are you to know whether a toilet article succeeds by reason of its most obvious characteristics, or in spite of them? How are you to know whether women really like its odor, or its color, or its consistency, or what not? How are you to know that women like the long blue bottle, or the yellow label, or the green parrot? Isn't it possible that they cordially hate all those things, and buy the preparation because of some little something that the product does for their hair, or their skin, or their eyebrows, or their noses? How are you going to find out? Very likely the manufacturer doesn't know, so hiring somebody out of his laboratory or his office won't help you any. The druggists don't know; women don't pour out their secrets to the dealers and their clerks. But it's up to you to find out!

Find Out What the Women Really Want

What would you do, right now, if there wasn't such a thing in the world as a face cream, and you hit upon the idea? Would you call Tom, and Pete, and Henry into your private office and "dope the thing all out"? Not you! You would spend weeks and months in experimenting on women. You wouldn't take a step toward the actual manufacture of your product until you had thoroughly satisfied yourself that you had something that women wanted and would use, and that in every slightest detail it met their needs, their desires, their slightest preferences.

And when it came to the naming, packing, labeling and pricing of your product, there would be no precedents to follow. You couldn't line up, on your desk, a dozen other packages of cream, and pick out certain features of their shape, size and color for adoption or adaptation. You wouldn't decide, off-hand, that your price to the consumer must be fifty cents, or seventy cents. Neither would you consider that the advice of Tom, Pete and Henry was of any special value.

On all these points, as well as upon the nature and quality of the product itself, you would go right to headquarters for your information. You would find out, even if you had to devote weeks or months to the job, just what women really wanted, and just what price they would pay.

Why not do the same thing now? Why not assume that you are starting from scratch, with no information to guide you except that which you dug out of the virgin soil of consumer needs and consumer preferences?

It would be interesting to see what would happen in the toilet goods business, or any other line, if there were nothing to imitate. We would have better products, and fresh, original, distinctive methods of presentation—and we would have a great deal less guesswork.

All this is especially true of advertising. In every line of business, advertising gets into a rut. We have styles of automobile advertising, styles of food advertising, styles of furniture advertising, styles of toilet goods advertising. Somebody, some pioneer, set the original style. Competitors, assuming that the advertising must be good because the advertiser made money, copied the style. Succeeding advertisers, finding a style all set for them, followed the line of least resistance, and trailed along. Occasionally some bold soul worked out a new method, but not often.

Here, again, we need the woman's viewpoint, and of late we have been getting it. Women have brought fresh ideas into advertising, and have infused into old ideas something of feminine personality and psychology. They are selling goods to women through the printed word with distinguished success, and they are teaching men to study feminine prejudices and predilections and to govern themselves accordingly.

Feminine Intuition Cannot Tell "Why"

Some of this feminine copy has caused a good deal of agitation in staid and sober circles. It sounds very much like the feverish enthusiasms of the lady mentioned in my first paragraph, on the occasion of her first view of the new baby.

It gets us nowhere, however, to criticize and deplore it. It's the feminine way. The advertising of women's apparel, as it appears regularly in the esteemed *Vogue* and other smart publications, is wellnigh incomprehensible to a man who hasn't made a study of it. The fact that it sells goods is obvious. Women, as the saying is, "lap it up." It means something to them that it doesn't mean to a mere man. To quote the lady once more: "Don't ask me why, for I don't know."

Suggestion for a Talcum Powder Slogan

(Fred Kelly in the *Nation's Business*.)

"It isn't so important what you say," declares a friend who writes advertisements, "as how often you say it. What I mean is that repetition even of a silly slogan will drive the name of your product into people's minds. Indeed, I doubt if any slogan could be so foolish that it wouldn't be better than none. I just thought of a line that might be used to advertise a new brand of talcum powder, and I have no doubt that if it were repeated often enough it would make that brand a household word."

Here is the slogan he suggests:

"WILL NOT EXPLODE IN THE FACE."

Likes Fairman's Articles on Business

(G. S. Tilley, U. S. Bureau of Mines, U. of C., Berkeley, Cal.)

Herewith my check for \$2 in renewal of my subscription for THE AMERICAN PERFUMER. Fairman's business talks alone are worth the price.

STATUS OF FRENCH FLOWER PRODUCTS

**Working to Give Flower Growers Fair Price, but Reduce the Costs;
Strong Plea for Thoughtful Action by the Entire Perfumery Industry**

By ROBERT H. BIENAIMÉ,

President of the French Perfumery Syndicate

(While in America recently with Fernand Javal, his partner in the Paris House of Houbigant, Mr. Bienaimé reviewed the French floral products situation in this article, which will interest perfumers both here and abroad.)

The perfumery industry has evolved considerably during the past few years. As a consequence of the events which have disturbed the world, the need of more ease and comfort has made itself felt in every class of society. The sense of elegance is more and more democratizing itself and our industry is the very first to benefit from this evolution, which we must welcome from a higher point of view than that of our mere interest, as it will gradually fell the barriers now separating the different social classes of the world.

This swift increase in the consumption of our products has, of course, brought some perturbation in our industry, as the raw materials needed in perfumery are for the major part derived from natural products.

Nature does not easily submit to our requisitions. It demands a certain time, against which no man has any power, to fulfill its duties. Thus, we had to witness the prices, as a consequence of the scarcity of essences, brought to soaring heights, entirely out of proportion to the actual value of things. These prices were all the more exaggerated owing to the fact that consumers themselves, fearing the lack of raw materials, were instrumental to boosting them by acquiring large stocks.

As a result, essence of geranium attained a price representing thrice its real value and essence of vetiver is obtainable with great difficulty at exorbitant prices, while lemon grass and citronella, absolutely essential to the manufacture of certain raw materials used in perfumery have become speculative products.

However, the markets that have suffered most from this state of affairs are those of Southern France for precious essences as for instance those of orange blossoms and jasmín, and Bulgaria for essence of roses.

Due to the extensive demand, while the cultivation in the South of France had not been increased, and in Bulgaria had even been reduced owing to the development of tobacco growing, the distillers of essences, anxious to fill the orders they received, acted as competitors when dealing with the perfume plant growers. They endeavored to deprive one another from obtaining the flowers, and through outbidding each other succeeded, from year to year, in bringing the prices to unbelievable heights.

This exaggeration in prices was so considerable last year that I decided, in my capacity of President of the French Perfumery Syndicate, to intervene and to advise all those concerned to return to more sensible views in quoting prices. I lauded the principle of giving the flower

growers a fair price for their crops, according to the actual cost of living, which principle had not always been respected in the past, during periods of overproduction. According to this principle also, it was understood that French perfumers would not speculate in raw materials, taking advantage of overproduction, but would always pay for the real value of essences without outbidding.

My advice was in the interest of producers and distillers alike, whose prosperity, in my opinion, is closely related to ours. My words were not spoken in vain and if, during the past year, it has not been possible to completely eliminate the speculative rise in prices, it is to be hoped that during the present year, we will witness a

return to normalcy, not only in France but in Bulgaria as well, where I made the same appeal.

However, in order that this return to normalcy be definite and insure stability in our purchasing prices, it is necessary that the consumers, i. e., the perfumers in the whole world realize that they are not to exaggerate their requirements, acquiring without any plausible reason large stocks which mean disturbances in the crops, increasing fictitiously the consumption during one particular year only to let it fall below normal the next.

To accomplish our aim, we must foresee our requirements as accurately as possible from one crop to another, so that the production of flowers be in accordance

with the consumption of essences, otherwise the past errors will continue. These errors consist in discontinuing the growing of one certain plant during slack years only to take it up fully at the expense of other plants when the demand suddenly increases. Such jerks, besides the unwelcome influence they have on the prices of raw materials, are disastrous for the crops, when one considers that three years at least are necessary for a new plantation of jasmín or roses to produce flowers.

Therefore, it is in the mutual interest of all perfumers, and also for the good of those who grow and distill flowers that I ask everyone to contribute by thoughtful transactions to the return of sane prices in the essential oil business. If we, together, succeed in the fulfilment of our aim, we will have shown the world what common understanding and good will can achieve toward solving intricate problems. We will have set the good example and in our time proved that even international difficulties are easily overcome when all concerned are sincere and animated with good will.



ROBERT H. BIENAIMÉ

APRIL REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, April 4.—Following is the April report on essential oils and floral products:

Orange

Since the beginning of the month there has been a cold wave which has done some harm to the orange trees. Not very much damage has been done, happily, but the trees which are exposed to the Northwest have had some of the twigs frozen and will not yield the quantity of flowers which one might have expected last month. As there are still two months to come before the flower harvest begins, it is difficult to foresee at present what the next harvest will be like. At all events we do not think that there will be any appreciable decline and it is possible that there will be no changes in prices.

Rose

The rose bushes in some places, have suffered from the cold of the recent days, but the harvest does not seem to be compromised. The demand for rose products is always normal. The stocks which were left over from last year will be insignificant by May, so that it would be surprising if there should be any decline.

Jasmin

Nothing can be said in regard to the plants, as they are still covered over and the new vegetation does not appear till the approach of May. The market for jasmin products is normal and the demand has continued regular up to the present; there is no prospect for a decline.

Mimosa

The harvesting will soon be finished. It has been satisfactory and the products will sell at interesting prices.

Jonquil

The harvest is deficient. The demand surpasses the supply and no decline is noticeable for the products.

Hyacinth

Small harvest; almost finished. Little stock. No decline in sight. The hyacinth flowers used in perfumery are the plain wild hyacinth flowers which grow naturally and without any care under the olive trees in the country around Grasse. They are treated with petroleum ether only, like the jasmin flowers.

Violet

The violet harvest is almost finished. The flowers have been paid for at rather high rates and the manufacturers have not been able to obtain all of the quantities they ought to have received. Higher prices have to be reckoned with for all violet products. Although there are large plantations, the producers have difficulty in harvesting the quantities which are required by the trade for flower bouquets and for perfumery.

Violet bouquets arrive by the car-load in all the principal cities of the Côte d'Azur. They are sold at high prices, but they are readily bought up by the hibernating American and Englishmen. The perfumery trade has to pay much the same prices as the florists, both having difficulty in getting as much as they want.

Violet Leaves

In a few weeks the harvest of violet leaves will begin. The price will be higher than last year.

Lavender

The situation of lavender is unchanged. The big consumers are all supplied by now, so there is no new business, except perhaps some small transactions of very little importance. Besides, there is nothing more to be had in the mountains, everything having been sold several months ago.

Spike Lavender

There might be left a little more of this oil, but the demand is so active that everything will be exhausted between now and the end of September. The market is firm.

Rosemary

The demand has been very active recently, especially for the soap manufacturers. The prices are firm, as there are no great quantities left for sale and the new harvest will not take place until several months from now.

Geranium

The geranium oil of Algeria is very scarce and the new oil will not be on the market until towards the end of May. The atmospheric conditions are very variable in Algeria and have a great influence on the harvest, so that it is difficult to foresee what may happen. As in everything else, the market will depend on the demand and supply, after the next distillation.

The geranium oil of Grasse is also very scarce. The distillation has produced very little, and the herbs being very high in cost, it is but a natural consequence that the price should be an excessively high one. However, it is used in compounds which still support its price and the demand is normal. As regards the oil of the Réunion geranium, the market after having declined a little, went up again a few weeks ago.

Peppermint

The peppermint of Grasse becomes almost undiscoverable and in spite of its present high price, consumers find it distressingly hard to get the quantities which they need. The exotic peppermints have met with a drawback lately inasmuch as they lack in fineness of perfume and the alimentary market has been obliged to go back to the real *Menthe de Grasse*, the reputation of which is not overrated.

Summing Up

Except for the Réunion oil of geranium, which had dropped a little, there is no decline to be registered in perfumery raw materials.

Although business was rather more important about this time last year, the present activity is still interesting, notwithstanding a certain heaviness in transactions which is being observed in various industries.

On This Side

A young woman, traveling alone, and unused to the ways of the world, had left her home in an early morning train to visit a friend in Oxford. It had been a tiring journey, and just before reaching Reading she had fallen asleep. Waking up, she turned to the old gentleman on the seat beside her and said: "Will you please tell me if we are on this side of Reading or the other?" "We are on this side," he said. And she settled down again quite satisfied.—*Wall Street Journal*.

COSMETICS USED IN FRENCH BEAUTIFYING PARLORS

British Chemist Describes Methods and Features of Big Industry;
Formulas for Massage Creams; Styles and Colors Popular for Rouges

By WILLIAM A. POUCHER, Ph. C., London, Eng.
Author of "Perfumes and Cosmetics."

That the Beauty business in France is a great success is quite evident from the large number of specialists who are extending their parlors or opening new ones on the Riviera. During a recent trip made by the author many of these establishments were visited and since some of the information obtained may prove of interest to the readers of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW an attempt will be made to indicate the preparations in constant use, together with an outline of their composition.

In the first place it seems desirable that some points in connection with the business side of these concerns should be mentioned. The best establishments are nearly always situated in close proximity to the largest and most expensive hotels; in numerous cases they are actually occupying part of the ground floor of the building with entrances to the hotel and to the street. The lay-out of the windows is attractive and there are invariably displays of face powder covering a wide range of colors.

In ninety per cent of these establishments there are separate rooms for men with both male and female operators. While hair dressing is included as a branch of their work, this does not account for more than about forty per cent of the turnover. The sale of toilet articles and cosmetics is an important feature, but the main source of revenue seems to come from manicuring and face massage.

In the larger beauty parlors four or five ladies are engaged in facial massage and make up while manicuring keeps seven or eight girls busy from ten o'clock in the morning to eight o'clock in the evening. The author was much surprised to learn the very low rates of pay. Females rarely earn more than ten to fifteen francs a day as wages and males about double that amount. All the "Own Name" products of the firm bear a commission of ten per cent to the operator who introduces them to the patient. Advertised lines of other makes are of course excluded from commissions. The employees' principal source of income is undoubtedly from tips, but the total seldom exceeds about three hundred francs a week.

The treatment for facial massage is much on the usual lines. The Violet Ray with mud is still quite popular. Vibratory and hand massage perhaps account for about fifty per cent only. In the case of the mud treatment somewhat primitive methods are used in many establishments. The powder is mixed with water in a small dish and the trituration and application to the epidermis are effected by the fingers. Time is not often allowed for the dry mud to peel off. It is generally washed away with cold water.

For ordinary face massage two creams have sprung into use and apparently have come to stay. The author asked in vain for casein cream, but in no single instance was it forthcoming. In one of the smaller businesses the lady merely dipped her finger into a pot containing lanolin and then into another containing a stearin cream, and massaged the two together on the skin! The two creams above referred to are

called "Banana Cream" and "Peach Cream" respectively. The former is used during massage and the latter as a foundation cream for face powder. Two kinds of Banana Cream were noticed, one having as a basis white soft paraffin, white wax and lanoline only; the other a paraffin cold cream with fifteen to twenty per cent of lanolin.

The perfume could be matched by blending the following: Amyl Acetate and butyrate, Ethyl butyrate and Sebacate, Vanillin, Clove and Geranium oils, together with traces of Coriander, Cinnamon bark and Camomile oils. The odor was neither pleasing nor refreshing.

The Peach creams were stearic acid preparations and generally overloaded with glycerine, so much so that the subsequent application of face powder was completely dissipated within one hour. The perfume could be imitated with the following: Rose and Tuberose absolutes, Neroli and Bergamot oils, together with traces of the lactone known commercially as Aldehyde C14, but only sufficient to give a predominating peach note to the bouquet. These creams are sold at 60 francs a pot!

The powders used in the make-up are generally of the creamy pink type, and consist largely of talcum. This season the excessive use of mauve and green powders has fallen off. Ladies of florid complexion are apparently the only persons who continue to favor their use, and then only for evening application.

Liquid rouges for both cheeks and lips are becoming increasingly popular but appear to be limited to two shades: Carmine and eosine. Paste rouges in four shades are also doing good business at 10 francs a pot of 10 grams. Those seen by the author were not superlatively excellent. They appeared to consist of a dyestuff—Eosine, Phloxine or Bengal Red—Kaolin (on which the dyestuff had been fixed) and glycerine.

Compact rouges have, of course, an enormous sale. Lip sticks are almost universally used and the greater number of ladies prefer the bluish red shade, made with Bengal Red.

Indelible rouges such as are now manufactured by some English and American firms are stated to be little used. There seems an opportunity here for some firm to advertise such products in the continental papers and reap the sure harvest.

A noticeable feature of the make-up by the leading beauty parlors, is the use of marine-blue on the eyelids and bright pink rouge immediately under the eyes. For the right type, this looks well, if not overdone. Cosmétique for the eyelashes is very much in vogue and several shades from black and brown to light blue are sold. "Beading" is seldom seen.

Manicuring is very much on the lines of the English and American practice. In all the establishments visited a well known continental make of nail enamel was in use. This is a celluloid preparation but differs from the ordinary product in that it has a small percentage of a gum resin added which prevents early peeling and patches.

LAWSUITS AND TRADE MARK VIOLATIONS

**Richard Hudnut Presents Strong Case in Government's Trust Suit;
Vandals Trespassing the Rights of Perfumers Are Sent to Prison**

HEARINGS IN CASE OF U. S. vs. HUDNUT

Hearings in the case of the United States vs. Richard Hudnut for alleged violation of the Sherman Anti-trust Law in 1922 and prior thereto were begun in the District Court of the United States for the Southern District of New York, before Judge Augustus N. Hand on April 9 and completed April 14. In its petition the Government claims that Richard Hudnut maintained prices by means of having its salesmen point out to retailers to whom it sold, the advantage to the retailers and to the trade in general of maintaining the prices suggested in the retail price lists of the company; and also by cutting off retailers who cut prices.

It is the contention of the Government that the conversations of the salesmen with the retailers constituted an agreement to maintain prices in restraint of trade. The government put in evidence correspondence given out by Richard Hudnut comprising letters from the salesmen to the house. Certain of these letters stated that particular retailers "guaranteed and agreed to maintain prices". It was also shown that three different price lists were employed by the company; a wholesale price list; a wholesale and retail price list; and a consumers' price list. In the wholesale and retail price list, as the title indicates, retail prices are suggested. In the consumers' price list only retail prices are given as the list is intended to reach ultimate consumers.

Salesmen for Richard Hudnut and a number of retailers handling Hudnut goods were brought in to testify just what was said in making the alleged agreements. It was shown that many of the terms in the letters were rather loosely used by salesmen and did not accurately describe what took place. For example, David W. Iseman, of the Arrow Drug Co., Philadelphia; Wm. Ziegfried, a retailer formerly with the Kennedy Drug Co., of Jamestown, N. Y.; C. H. Breon, William E. Condon, of Charleston, S. C., and Charles Smith of the People's Drug Store, Atlanta, Ga., recalled their interviews with Hudnut salesmen to indicate that what was said did not constitute an agreement in restraint of trade.

G. A. Pfeiffer, president of Richard Hudnut, in his testimony outlined the policy and instructions given to salesmen, and identified the price lists gotten out by the company. Salesmen for Richard Hudnut who testified were: F. C. Duryea, Earl P. Haney, Joseph L. Pennock, Charles N. Riggs, F. B. Cobb and G. G. Anderson. C. A. Pennock, sales manager and Charles H. Waterbury, secretary of the National Wholesale Druggists' Association, also testified.

The case is not a criminal case. It is an action in equity in which the Government is seeking by injunction to restrain Richard Hudnut from maintaining a retail price maintenance policy. Most of the acts complained of took place in the year 1919. Attorneys for the Government are David A. L'Esperance, R. W. Joyce and Joseph F. Croppy. Richard Hudnut is represented by Roger S. Baldwin, Gillet Lefferts and E. Raymond Shepard, of Baldwin, Hutchins & Todd. Attorneys will exchange briefs April 22 after which final arguments will be heard.

Hair Restorer Manufacturer Fined \$500

Samuel Abrams, president of the Perfecto Chemical Co., 102 West 14th street, New York city, was fined \$500 in March on a plea of guilty to a charge of using paraphenylenediamine in the firm's "Perfecto" hair restorer, contrary to the sanitary code.

PERFUME SWINDLER SENT TO JAIL

For selling spurious Houbigant and Coty perfumes in violation of the trade mark law, William Lieberman, 24 years of age of 736 Fox street, New York City, was sentenced to six months in the workhouse in the Court of Special Sessions, April 13.

Lieberman is the latest of a large gang indulging in these activities in New York City to be convicted. Their scheme and general modus operandi was to buy large empty bottles of well known high grade French perfumes, fill these with bay rum or colored toilet water having the same color as well known French perfumes and then seal the glass stoppers tightly with a drop of silicate of soda. By this artful contrivance, the glass stopper was practically cemented into the bottle; then a drop of genuine perfume would be sprinkled on the outside of the stopper so that the hapless purchaser naturally believed that the contents of the bottle had the odor of the stopper.

As these swindlers specialized in large bottles of high grade perfumes, they were able to get anywhere from \$6 to \$10 a bottle for the worthless "perfume", if it can be designated by that name, which they sold.

Two other members of the same gang have already been convicted besides two other swindlers who followed exactly the same procedure and who were arrested in the Autumn of 1923 in Atlanta, Ga., and who also spent some time in jail.

It appeared from the evidence gathered by the detectives, that chorus girls and actresses were special victims of these itinerant peddlers.

Deceptive Use of Firm Names in Denmark

In a decision rendered by the Maritime and Commercial Court of Denmark, April 10, 1924, it was held that a competitor must refrain from using a firm style similar to that previously used and associated with another firm. An American trust company, incorporated in New York, conducted business in various places in Europe; in 1923 a Danish company was established with a name similar to that of the American company, and was admitted to the Stock Companies' Register. In his brief the plaintiff's counsel cited the Danish law of firms of March 1, 1889, as amended by the law of joint-stock companies of July 29, 1917. Judgment was rendered upon the rule in the law which reads as follows:

"All names entered on the Joint Stock Companies' Register must be clearly distinguished from each other. Another person's name or the name of another person's real estate must not be used in the name of a joint-stock company without proper title; neither must such a name contain descriptions or undertakings which are not within the purpose of the company. If the name indicates a particular line of business, it must not be retained unchanged if the line of business undergoes a material change."

The court held that since the law prohibited the registration of the name of a joint-stock company in violation of the rights of another it must also be assumed that the use of such name is prohibited.

Postal Rates to Brazil

Trade Commissioner Embury at Rio de Janeiro reports that a number of letters are arriving in Brazil from the United States bearing 5-cent postage, when only a 2-cent stamp is necessary. Worth keeping in mind by our American readers.

PRODUCTION IN MANUFACTURING ESTABLISHMENTS

Correcting Mistakes and Promoting the Efficiency of the Organization
Suggestions on Planning the Arrangement of Plant for Best Results;

By RALPH H. AUCH, B.A., Ch.E., Cincinnati

(Continued from page 21, March, 1925.)

In labeling, neatness should be the prime consideration. Owing to the various sizes and shapes of labels and bottles, some can be labeled on the same machines faster than others. Where the same machine or machines are used for two or more products, driving pulleys of different diameters should be provided; thus by changing the pulley to the largest size practical, maximum speed can be secured.

The width of the belt conveyor is determined by the size and weight of the package, and rate of travel of the belt. The length of the conveyor is determined by the number of operations, such as polishing of the bottles, assembly in individual cartons, tying on of glass stoppers, and the like. Almost without exception, belt conveyors move too fast. The accepted rate is from three to six feet per minute, but the rate has been reduced as low as two feet in three minutes with marked advantage. A slow-moving belt makes the bottles less liable to topple or be knocked over; allows more time for the label gum to dry, which minimizes skinning of the labels on packing; and makes the removal into dozen containers or packing cases much easier, for when the belt is cleared as far up as the packer can reach a longer time elapses until the package again reach the end of the belt, allowing this extra time for the packer to perform other operations. The speed of the belt has no bearing on the rate of production, for it is the rate at which the bottles are placed on the belt that determines this. The rate of travel of existing belts, as a rule, can be easily reduced. If the added weight due to the greater number of packages on the belt causes sagging, this can be overcome by increasing the number of rollers, i. e., reducing the distance between centers. When the bottles are polished, before packing, painting a stripe down the belt and placing the unpolished and polished bottles on opposite sides of this stripe permits the operators to distinguish between them at a glance.

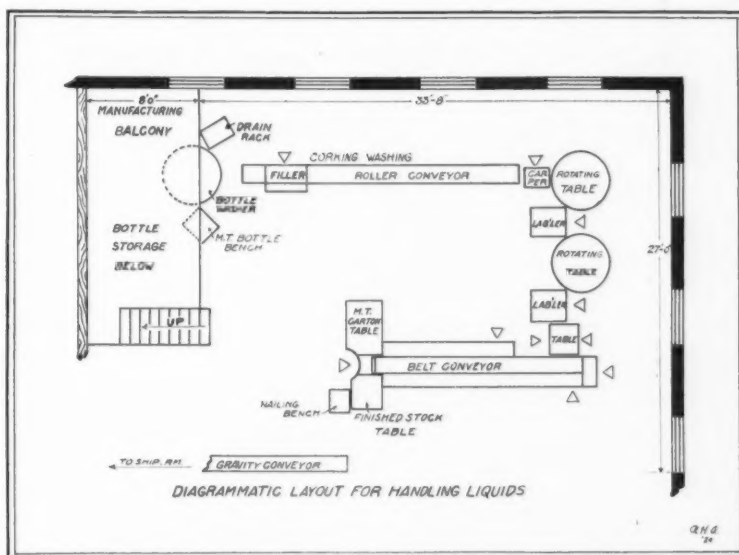
The average belt conveyors occupy considerable floor space, but since they are quite low, the space above them can often be utilized for storage of individual cartons, labels, display containers, etc., by mounting shelves over them or suspending swinging shelves from the ceiling where tolerated by the Fire Underwriters.

Figure No. 1, showing a typical liquid handling layout, is deliberately drawn to occupy three sides of a rectangular area. This has been done to demonstrate that even where the floor space available does not permit the product to

flow in an actual straight line, it flows in a "straight line" so far as proper sequence of operations and absence of "retrograde movement" is concerned. The roller conveyor is shown longer than apparently is required so as to provide a sort of reservoir in order that a temporary hold-up of filling due to any cause does not immediately tie up the succeeding operations. The rotating tables serve as reservoirs also and at the same time minimize the reach necessary on the part of the labeling machine operators. The small table between the second labeler and the conveyor table is provided so that the back label can be placed in proper alignment with the front or face label.

Making and Packaging a Cream and Paste

To avoid confusion and for the sake of simplicity, a cream is defined as a material that can be handled at elevated



DIAGRAMMATIC LAYOUT FOR HANDLING LIQUIDS

temperature in a semi-fluid state, while a paste is defined as a material that must be handled in a semi-solid state. Powders and liquids are generally only mechanical mixtures, whereas the manufacture of both creams and pastes usually involves chemical reaction. To insure an intelligent choice from among copper, cast iron, wrought iron, aluminum, and the various other materials out of which the reaction vessels can be made, these simple tests are advanced. Accurately weighed pieces of the various materials should be immersed, each in a separate glass jar, in the various raw materials as well as in the finished product. Where elevated temperatures are required in the process (and they usually are), such temperatures should be used in the tests. Loss in weight of the cream or paste is positive evidence of attack and examination of the material

in which the test piece was immersed will disclose the effect, if any, upon it. It is well to take into account the fact that some of the materials of construction are better conductors of heat than others, and choosing a good conductor of heat when possible incurs less waste of heat and insures more batches being produced per day.

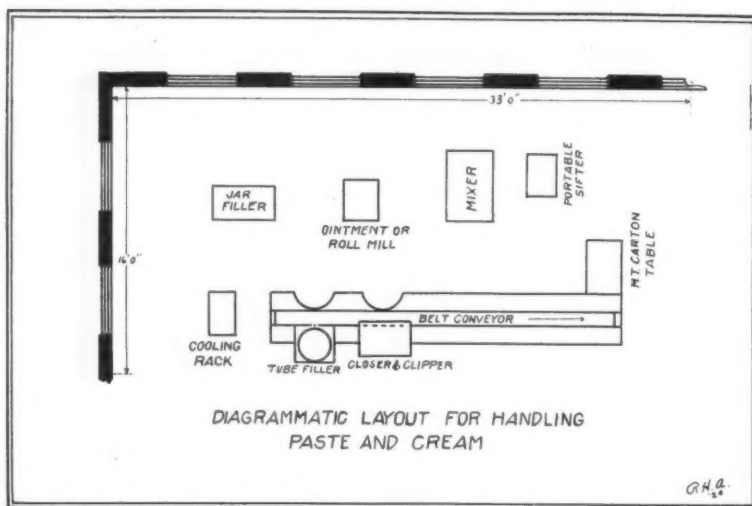
Direct heating is of course the easiest, but usually fire hazard or injury to the product from overheating renders this procedure impracticable. When a steam-jacketed kettle or jacketed agitating equipment is required, and steam is not available, and the volume hardly warrants its installation, the following has proved an easy way out. Provide a cock on the steam inlet and screw in a nipple which has had a funnel soldered into it and is long enough to bring the level of the funnel above that of the jacket. This facilitates filling the jacket with water. An opening near the top of

Filling of creams is done readily on a number of different types of machines, and the choice rests largely with the capacity required. Most machines will handle either jars or tubes with minor adjustments or attachments. There is frequently an optimum temperature for filling, which reduces shrinkage in the center, minimizes the tendency for an emulsion to separate, gives a smooth, lustrous finish and reduces the amount of drip. This temperature should be determined and means provided for its maintenance while filling. The filling of pastes is somewhat more difficult, owing to the fact that the containers must be filled from the bottom to avoid air trapping. An elaborate power-driven machine is not required for small production, as on a hand-operated machine a skilled operator can average six to eight gross of tubes per hour.

Machines are available for closing the ordinary screw cap jar, as well as the patented finish jar. The equipment required for closing and clipping tubes is dependent again on capacity, but when both operations are carried out on a single machine, one handling is eliminated.

The assembly is handled on a belt conveyor in much the same manner as the packages of liquid or powder.

The packaging of products in collapsible tubes offers perhaps the greatest of all opportunities for economical production. At its best, only two machines are required, namely, a filling, wiping, closing, clipping and dating machine; and a cartoning machine that will open the carton, tuck or glue the end, insert the tube, fold and insert an enclosure, and close the carton. Such an installation, however, is reserved for only the largest manu-



the jacket fitted with a safety valve makes it ready for heating. Gas is utilized for heating, and when mounting standard burners in sufficient number is not practical, an ordinary pipe bent to proper shape with holes drilled at intervals and fitted with valve and air-mixer, serves very well.

Some products can be completed in the kettles by hand or mechanical agitation, ready to be run to the filler. Others must be transferred to an emulsifier, pony mixer, or other machine, to have additional ingredients incorporated before passing to the filler. Still others, such as some tooth-pastes, and creams containing zinc stearate, or other ingredients which resist being wetted, must pass through an ointment mill, roll mill or other similar device to be freed from lumps and reduced to a homogeneous mass.

As with liquids and powders, the flow from one process or operation to the other is most cheaply and easily accomplished by gravity, but where necessary, a small rotary pump with suction connected by means of a suitable hose with threaded fitting to the vessel being emptied, and discharge hose simply thrown into the top of the machine being filled, serves very well.

When powdered ingredients are incorporated in a paste mass, a portable sieve, operated either by power or hand, is convenient to remove lumps and foreign matter.

facturers. Figure No. 2 shows an installation that will handle either jars or tubes.

Making and Packaging a Powder

At best, the handling of powders is a dusty procedure. However, the milling of flour and the production of cement were formerly quite dusty and involved considerable loss of material, but the processes are now almost wholly automatic. Both industries are marks of progress that the toilet preparations industry can well shoot at.

In the production of powders, as is the case with both liquids and pastes, the use of two floors is highly advantageous as it permits the powder to flow by gravity from the sifting and mixing machine through the bolting machine, and into the hopper of the filler. Where two floors are not available, a balcony of suitable dimensions serves very well, when ceiling height permits its installation. A differential chain hoist is quite inexpensive and should be provided to elevate the raw material to the balcony.

Shelves for the storage of metal receptacles containing the perfumes being aged in powder should be provided. Under these shelves tight wooden boxes mounted on casters can be placed to care for remnants of barrels and boxes of raw materials.

When ceiling height permits, the sifter and mixer can

be mounted on tall legs or on a framework over the bolting machine. Where this is not possible and volume warrants it, small bucket elevators are available for the transfer of material. Where volume warrants it, the material left on the sifter screen, and the tailings from the bolting machine, can be recovered by grinding in a small pot or a ball mill.

A wide choice of fillers is available and the type best suited depends on capacity required, size of container, in the case of one product, and range of sizes to be handled and accessibility for cleaning, if more than one product is to be handled on the same machine. After the packages have been filled and closed, whether by hand or machine, there is no good reason for subjecting the other parts of the package and the workers required to complete the assembly, to the dusty atmosphere surrounding the manufacturing and filling machines. The assembly of liner, spatula, and mixing dish in the individual carton in the case of depilatory, affixing of "tint" label in the case of face powders, and similar operations, as well as packing into the dozen or other containers, can all be done outside the partition on the belt conveyor. The length of conveyor required depends on the number of operations to be performed, while the width depends on the size and number of packages to be handled.

Where the volume is quite large and the packages are of considerable bulk or weight, a gravity roller conveyor placed at the end of the belt conveyor and discharging directly into the shipping room, or finished stock room, saves much handling and heavy lifting. In Figure No. 3, the ventilating fan adds much to the comfort of the workers. The conveyor belt passes through slits in the partition. The opening for the tight side is high enough to allow the tallest containers to pass and has a piece of fabric suspended over it, while the slack side passes through a slit in a piece of felt to keep down the amount of dust getting into the adjoining room. A brush fitted with a tight wooden receiving box bearing on the under side of the belt just beyond the driving pulley, brushes off and salvages any powder that gets on the belt from overturned containers or any other cause. In case the partition is of common sheathing or beaded ceiling lumber hastily and cheaply thrown up, any cracks should be covered by pasting on strips of muslin before painting. If cracks are quite prevalent, single or double ply roofing paper applied with cemented joints provides an excellent dust stop and will take paint fairly well. The door is a fly-door wide enough to permit a truck to pass, and has an ordinary felt weather-strip tacked around its edge to prevent dust getting through the cracks. The cocoa doormat reduces the amount of dust carried out on the feet of the operators, and may be kicked aside when raw materials are to be trucked in.

The floor in the manufacturing and filling room is a mastic one made concave at the juncture of the floor with the wall, which renders it easier to keep clean.

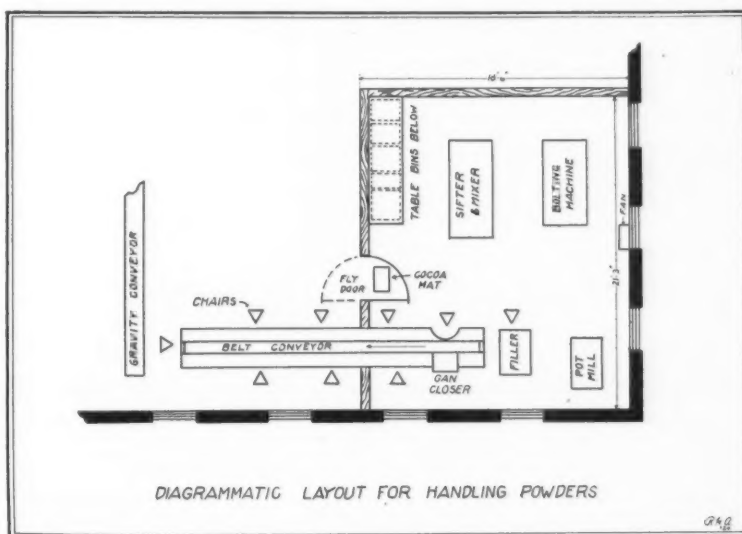
All equipment in this room is painted a color that contrasts sharply with the powders being handled; thus the

operators are obliged to keep it clean as dust accumulation is immediately apparent.

Samples

Usually, little or no provision is made for handling samples promptly and economically, and makeshift devices for producing them are the rule. Often individual requests and orders for larger quantities from dealers are allowed to accumulate until lack of raw materials for or overproduction of the regular sizes, renders it necessary or convenient to produce the samples so as to keep the employees engaged.

All requests for samples have been dearly bought, whether with the salesman's time in the case of the dealer requests, or with the printed page in the case of the individual. In either case, interest in the samples begins to wane from the time the request is made, so that all sample orders deserve



prompt attention. How freely the salesman or the printed page may offer the samples depends in large measure on how cheaply and in what quantities they can be produced, so that efficient economical handling and production are worthy of serious thought.

Owing to the various containers, sizes, quantities, etc., which must be handled, only a few generalities can be advanced. Almost always a sample which is a replica of the regular size can be handled best. This is because usually the regular equipment fitted with special attachments will handle the work and the employees are familiar with the procedure. Where the sample bears no resemblance to the regular size, every effort should be made to bring this about whenever practical. Perhaps the best argument is that not only must be the trade-mark be impressed on the potential user, but the package as well. If expensive advertising space is profitably employed to show a reproduction of the package, certainly a sample that can be "felt and fingered" as well as observed in natural colors, should be a replica of the regular size.

Usually the larger the sample the easier it is to handle and to adapt the regular equipment for its production. Where small samples are the rule, their size should be increased whenever possible. Perhaps the best arguments for a large sample are: that it is less liable to be kept

unused and intact "because it's so cute"; that it provides a sufficient number of applications to overcome any prejudice the user may feel; that it provides enough applications for the user to become familiar with proper use and conscious of its advantages, and suggests to the user that the regular package is generous in size.

The opening statement of this article was, "New Ideas in advertising and unique selling plans are the very life of the toilet preparations business, and since this is true, the average executive is so engrossed in this work that he is inclined to allot but little of his time to production methods." But, advertising once begun is never finished, and the unique selling plan of today is quite commonplace tomorrow, so that the executive is required to remain everlastingly at it. In the case of the installation of efficient production methods, aside from improvements and replacements, and additions to care for expansion, it can be finished once for all—and in a remarkably short time. Thus the executive, by a short term of intensive effort, can have his production worries reduced to a minimum, and can have his mind free for advertising and sales effort. In addition, he can rest secure in the knowledge that the increased business resulting from his undivided efforts, directed in these latter channels, will fall into the hands of a production department well prepared to care for it.

HOOVER TO REFORM PATENT OFFICE

(Continued from page 72)

aid directly to industry and commerce. Its nearest relations in the government are the Bureau of Standards and the Bureau of Foreign and Domestic Commerce, now in the Department of Commerce. No changes are contemplated in the personnel of the bureau.

"In incorporating the Patent Office in the Department of Commerce I intend that we should undertake a vigorous campaign for the removal of the present injustices toward American patentees and American manufacturers which exist by virtue of the character of the patent laws in many other countries.

"At the present time an American patentee is required in many foreign countries to continuously manufacture in that country under his patent or lose his patent rights. We make no such requirement in the United States. The consequence is that our manufacturers and inventors, in order to protect their inventions, have been driven to the establishment of a large number of factories abroad, whereas foreign patentees have been able to use their patents in the United States actually to prevent manufacture here.

"A list of many large manufacturers established by American capital abroad in order to protect their rights could be enumerated, whereas there has been no establishment of manufacture in this country for this reason. In fact, a foreign patentee, by registering his patent in the United States can hold it for seventeen years and prevent manufacture of the article in the United States.

"This is but one of the discriminations now in progress. There is to be an International Convention for the Protection of Industrial Property, at the Hague on October 8, 1925, at which the American government is to be represented and where proposals will be made for the equitable and equal treatment of patentees in all countries. If this convention shall fail to secure primary justice for American patentees, we shall ask for a complete revision of the patent laws of the United States which will bring this about.

"Moreover, other burdens put upon American patentees in foreign countries discourage the American inventor from registering his patents and securing the rights which should naturally come to him from his invention, while we give every facility in the United States.

"We shall propose nothing but equality in these questions and we intend to follow up the matter with utmost vigor."

INCOME TAX BLANK SUGGESTIONS

(From H. I. Phillips' *Sun Dial*, New York Evening Sun)

NAME. To ascertain name see Section 27 (F. Y. C. 62).

SECTION 27 (F. Y. C. 62)—Name. In ascertaining net name at source the birth certificate (see WJZ) and christening records should be computed as of March 23d and the result applied to letterheads and personal visiting cards, with allowance (Form No. 1040 FYK) for aliases, mistaken identity and wrong initials.

1. Wrong spellings in city directory are not deductible.

2. If income is over \$10,000 a year, troy weight, the name should be computed after an allowance of 2 per cent. (Sec. 45) for vowels, but under no circumstances shall the letters in the surname exceed 10 per cent. of the gross.

3. If net name is in excess of Article 8 you may deduct from middle name the consonants as of 876 X.

Note—This is exclusive of the returns from 108 districts in Idaho, which are still missing.

* * *

RESIDENCE. In determining the residence a taxpayer should add the town, county and State, multiply by the rural delivery route, if any, deduct the post office address and subtract the distance between the house and railroad station. Ten per cent. may be deducted if the house is on a one way street. No allowance is made for wrong numbers in telephone books.

Note—Inattention on the part of the ushers should be reported to the management.

* * *

ARE YOU A CITIZEN? See Section 20.

Section 20—A person is said to be a citizen within the meaning of the penal code if he has lived in the country over sixty-five years (gross), exclusive of discounts, and weighs over 176 pounds (net). This may be determined (Y. H. M. 65) by looking into your personal history, consulting ward chairman, affixing birthplace in upper right hand corner, adding the yolk of two eggs and beating to a creamy consistency. No deduction for repairs to garage.

* * *

OCCUPATION. See Section III, Form X, as of Tuesday, March 2, 1886.

Section III.—Occupation. Take the number of jobs held in last five years and add to total number of discharges for inefficiency, etcetera, without regard to Item 367. Divide by the hours spent at baseball games during fiscal year the time represented by "Out to Lunch" cards. State on reverse side whether you have any objection to plain cooking. No washing. References required.

* * *

HAVE YOU ANY CHILDREN? See YK-46—LMH.

YK-46—LMH—In computing the number of children in family the figures of the inventory for the last fiscal year should be accepted as of August 6th, 3 P. M., daylight saving. (See World Almanac 1922, Baedeker's Switzerland, pages 356-567, and Bureau of Fisheries Annual Report for 1887.) Children under 7 years not admitted unless accompanied by their parents. Positively no smoking.

* * *

WERE YOU MARRIED AND LIVING WITH WIFE on last day of taxable year? (See Item 87 YO-K, paragraphs 3 to 11.) In determining whether you are married and living with wife on last day of taxable year take the excess profit tax as of June 8th, Column 3, plus your partner's bid. Thus if a partner says, "I bid three hearts," an opponent may say, "I double three hearts," but under no circumstances (Sec. 34-O) should a No Trump bid be made unless you have a stopper in the suit bid by nearest competitor.

Note—If married and living with wife state how acquired.

"Most Valuable Book of References"

(T. F. LaSavage Co., Toilet Preparations, 806 W. Washington Ave., Du Bois, Pa.)

Herewith you will find check for \$2 in payment of another subscription to the most valuable book of references, THE AMERICAN PERFUMER. In saying the most valuable book, I mean the most complete in every sense for a modern perfumer.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our March report, Fred S. Rogers, the president; Thomas J. Hickey, general counsel and executive secretary; Richard H. Bond, vice-president and chairman of the legislative committee, as well as other officers and committeemen, have been busy with the affairs of the Flavoring Extract Manufacturers' Association. Numerous bulletins and circulars have been sent out to the members and again the value of membership in the association has been demonstrated. Firms in the industry not now members (and they are few) should bear in mind that the sixteenth annual convention will be held in Chicago June 24-26 and will afford them an excellent opportunity to affiliate under auspicious conditions.

Recent circulars issued are briefly summarized as follows, the members having received copies of the same:

Pennsylvania Coal Tar Color Law Repealed: This law prohibited the use of coal tar colors in fruit syrups. The bill to repeal it, which has just been enacted, was put through by the various associations interested, including the F. E. M. A. and the National Manufacturers of Soda Flavors through their legislative committees.

Mississippi Supreme Court Sustains Right to Sell Flavoring Extracts: A grocery firm at Tupelo, convicted of selling extracts in alleged violation of the State prohibition law, appealed the case and won the decision.

Minnesota Color Bill: This measure has passed both branches of the legislature and the Governor promptly signed it. The new law permits the use of certified coal tar color in candy and in still and carbonated beverages, and in such other food products as may be authorized by rules and regulations to be promulgated by the State Dairy and Food Commissioner. Much credit is due to the legislative committees of the associations for its enactment.

Wisconsin Color Case: Judge Fairchild in the Circuit Court has rendered a partial decision in the suit which the Day-Bergwall Co., of Milwaukee, consented to sponsor that the law in relation to selling a flavoring compound artificially colored might be tested. Judge Fairchild found that the product was colored in imitation of vanilla, but he was inclined to the opinion that the law was unconstitutional and suggested that the points in the case be certified to the Supreme Court, which will be done. The case will not come up again until Autumn. Meanwhile manufacturers and jobbers will not be molested if they sell artificially colored compounds without misrepresenting them.

Texas Rules for Labeling Beverages: This circular gives the text of a letter on the subject sent out the Texas Food and Drug Division. It relates to beverages only.

Prohibition Matters: Two circulars tell of the defeat of the Cramton Bill and of the decision of the United States

Circuit Court of Appeals, third circuit, ruling that the prohibition commissioner can refuse to issue a permit, despite compliance with all the formalities and the tendering of a proper bond, provided the commissioner decides that the character of the applicant is bad.

Flavoring Extracts Must Not Be Shipped as Syrups: This circular calls attention to the fact that it is a misrepresentation subject to penalties to ship flavoring extracts and concentrates as "Flavoring Syrups in Glass," thereby obtaining the advantage of a lower rate under the Freight Classification. Rule 2, Section 2, of Consolidated Freight Classification No. 4, sets forth the penalty. It is not believed that any members would intentionally violate the rules, but some might do so unintentionally, and to these, if any, a warning is given to desist.

SODA WATER FLAVORS MANUFACTURERS

Charles O'Connor, of Philadelphia, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have maintained their activities in behalf of the association and its members. Secretary Hickey has collected information on various subjects, and has forwarded the same to the members, including bulletins on proposed legislation together with comments on the probable effects of the measures, as well as news of the passage of the Minnesota color bill.

Two Flavoring Extract Plants Merged

One of the prominent member firms of the Flavoring Extract Association has acquired the plant of another prominent member and the two will hereafter be under the same management. The R. T. French Co., of Rochester, N. Y., has purchased the factory formerly operated by the A. Colburn Co., at 2228 North 10th street, Philadelphia. Both concerns have been extensive operators and manufacturers of spices and other condiments, in addition to flavoring extracts.

The death of Charles D. Joyce, president of the Colburn Co. and in 1920 president of the F. E. M. A., left control with the widow, who was unwilling to carry the burden of the business and finally decided to liquidate the company and offer the plant for sale. The R. T. French Co., having outgrown its manufacturing plant in Rochester and having started work on additional buildings, decided to meet its immediate needs and take care of continued increases by purchasing the Colburn plant.

The Colburn building is four stories and basement, with 150,000 square feet of space and doubles the French Co.'s facilities. It is conveniently situated on the Philadelphia and Reading Railroad. William T. West remains as manager of the Colburn branch of the French Co., and no material change in the personnel is contemplated for the present. The officers of the R. T. French Co., are as follows: President, George J. French; vice-president, Francis J. French; secretary and treasurer, Frank M. Enos

USE OF ORANGE JUICE AS A BEVERAGE

The *Florida Grower*, of Tampa, in a recent issue, reprints an article from the *California Citrograph* quoting comments headed "Prohibition Points" from the *Soda Fountain*. This article tells of the marvelous spread of orange juice as a beverage and remarks:

"Since prohibition has promoted this new national drink the California and Florida orange industries are thriving, and the men engaged in this profitable—to both dealer and customer—business have expressed their faith in the permanence of prohibition by the extension of the already immense chain of these stands. A recent real estate item announced that leased deals, involving rentals aggregating in excess of \$1,000,000, had been closed in New York City by a large corporation which operates a chain of orange-juice stands."

But the *Florida Grower* is by no means convinced of the alleged great benefits. It says editorially:

"We would like to be as optimistic regarding the use of orange juice but we have mental reservations. We see oranges go into the machines it is true but the stuff that comes out does not look like orange juice to us and we suspicion that a very few oranges go a long way on most juice extractors and that the same fruit serves over and over again to deceive the eye while our old friend, or enemy Mr. Synthetic, gets in his work."

"But the public juice stands are not as deceitful as are the little bottles with the orange colored labels and the word 'Orange' appearing in some connection on that label. There is no part of an orange in the drink, which is made almost wholly from coal tar and water, with sugar and some flavoring. Coal tar gives the color, sugar the sweetness, water the bulk and God only knows where the flavor comes from though it is as unlike pure orange juice as could be well conceived."

A Food Product and Process for Making It

Evaporated amorphous saccharine composition. G. WASHINGTON. U. S. Patent 1,512,730. A product in the form of a powder composed of small, thin, readily soluble amorphous pellicles of saccharine matter is obtained by a regulated evaporation of a sugar solution (with or without the addition of coffee extract or other substances) in a vacuum at a temperature below that of fusion of the materials and in a comparatively thin layer so that the residue of the evaporation is transformed into a foam-like mass of bubbles which are finally crushed. Cane sugar, glucose, milk solids, chocolate and other food substances may be included in mixtures which are subjected to this treatment to obtain readily soluble products. U. S. 1,512,731 specifies a similar evaporation of saccharine compounds containing lemon juice or other fruit juices.

Patent for Extracts Containing Glycerol

W. A. DARRAH, U. S. 1,525,272. Tea, coffee, cloves, lemon, ginger or other vegetable material is ground, moistened, treated with glycerol, further heated, and treated with H₂O to produce an extract containing not more than 30 per cent glycerol, which is suitable for use as a flavoring extract, or for making beverages.

English Patent to Manufacture Vanillin

Manufacture of vanillin. A.-G. für Anilin-Fabr. (E. P. 219,676.)—Guaiaacetylchloromethylcarbinol (from chloral hydrate and guaiaicol) is hydrolyzed and oxidized by boiling with water in the presence of cupric acetate. Air may be blown through the mixture, or the reaction may be carried out in a closed vessel at 150°. Yields of vanillin up to 93%

American Spice Trade Association

H. F. Lee has been elected secretary of the American Spice Trade Association, succeeding E. H. Christy, who resigned. Mr. Lee has had fifteen years' experience in association work.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 12,651 to 12,800, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the following are of interest to our readers:

12,738. Adulteration of soft drink beverage seized in the District of Columbia. Article contained flies and bugs. Plea of guilty; fined \$25.

12,775. Adulteration and misbranding of lemon extract. Plea of nolo contendere; fined \$100. It was a dilute terpeness extract of lemon, deficient in citral.

In the olive oil activities of the Bureau there were five convictions. Two defendants were fined, one \$100 and the other \$25. Two seizures were condemned and sold and one was released under bond.

Labeling Under the Food and Drugs Act

In a mimeograph issued by the Bureau of Chemistry, U. S. Department of Agriculture, the department declares that in labeling the manufacturer should avoid any suggestion, hint, or insinuation, direct or indirect, by statement, design, or device, that may tend to convey a misleading impression in any particular, and also any unwarranted representations that are indefinite, or of a general sweeping character. It is the duty of the manufacturer to carefully consider whether the statements he proposes to put on his labels are strictly in harmony with the facts. The word "label" has been interpreted by the courts to cover any printed matter that accompanies the package, such as shipping container, wrapper, box, carton, bottle label, booklet, or circular. Nothing in the Federal Food and Drugs Act provides for the issuance of permits or licenses, or authorizes the department to approve labels. It is unnecessary, therefore, to submit samples or formulas of preparations to the bureau of chemistry for examination or approval.

Pennsylvania Finds Food Fakes

Several food fakes have been unearthed by the Pennsylvania Bureau of Foods and Chemistry, State Department of Agriculture, according to the report by James Foust, Director. One case was found where horse radish was being sold containing 50 per cent red beets. Six cases were discovered where noodles were colored with coal tar coloring. Mushrooms, figs, cherries and candies were found in different places which contained sulphur dioxide.

In a drive on adulterators of non-alcoholic drinks in Philadelphia, eight prosecutions were ordered. Several popular soft drinks were found to be complete imitations or else to carry an artificial coloring.

World Output of Olive Oil in 1924

The International Institute of Agriculture at Rome reports that the production of olive oil in 1924 may be considered satisfactory, as the production of countries supplying 90 per cent. of the world's output has increased from 13.5 million centals in 1923 to 16 million centals in 1924. Good yields of the olive crop are reported from Spain (7.05 mill. centals), Italy (4.6 mill. centals), and Greece (2.65 mill. centals), these countries being the three largest producers.—*London Chemistry & Industry*.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade-Marks, and other departments of THE AMERICAN PERFUMER.



Leon Givaudan and his brother Xavier, of the well known synthetic and perfumery firm of L. Givaudan & Co., Geneva, whose arrival in the United States was reported last month, sailed for home on the *France*, April 18. During their stay they made their headquarters with Burton T. Bush, Inc., 45 John street, New York City, the company with which the Givaudan firm is associated in the American market. In an interview with the Editor, Mr. Givaudan said in part:

"As my brother and I have visited the United States this time primarily for the purpose of conferring with the technical staff

at the Delawanna factory, my only regret is that I have not had the necessary time to see all of our friends in America.

"Since October, 1924, we have built and equipped five new buildings at Delawanna. These, together with the buildings and equipment there, no doubt, afford us the most ideal facilities for producing our products, both satisfactorily and economically, and our previous opinion is confirmed that there is absolutely no reason why our products could not be manufactured as well in America as in Europe.

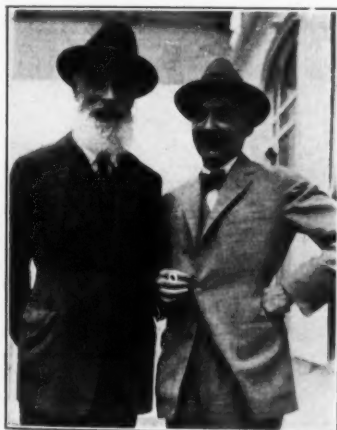
"Formerly, it was a question of our procuring raw materials of a certain standard quality, but the chemical industry has made surprising headway in America during the last few years and, now, it is gratifying to see how the American chemical manufacturers appreciate the difficulties in starting a new industry and how eager they are to cooperate with us in producing pure materials so necessary for our own products.

"Following our return to Europe, we shall send to America some experienced chemists to assist our most able technical staff at Delawanna and, one by one, we shall produce our synthetics in America with full confidence that each product will be of the same quality as manufactured in our European works, and which enjoy a world-wide distribution."

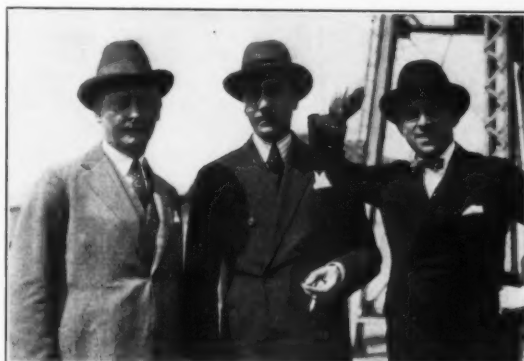
Fernand Javal, Robert H. Bienaimé and Yvan Droz, of the Paris perfumery house of Houbigant, came to this country recently on a tour of inspection of their American branch. They arrived on the *France* on March 18. Mr. Droz and Mr. Bienaimé have sailed for home and Mr. Javal plans to return to France on the *Paris* on April 25.

In connection with their visit to the United States it became known that the House of Houbigant will celebrate its 150th anniversary in Paris on May 16. The story of the founder and the rise of this great manufacturing perfumery maison is one of remarkable interest. Mr. Javal, in the course of an interview with the Editor said:

"It was 1775, at the beginning of the reign of Louis



XAVIER AND LEON GIVAUDAN



R. H. BIENAIMÉ, YVAN DROZ AND FERNAND JAVAL

XVI that a young man of twenty-three modestly set himself up in business in Paris in the Faubourg St. Honoré, then as now the center of discriminating fashion. His chosen rôle was that of perfumer and he established himself in a small shop in the building at No. 19, which was erected during the reign of the preceding king, Louis XV. An artistic grille at the entrance announced his business as 'A la Corbeille de Fleurs.' ("The Basket of Flowers.") This young perfumer was Jean François Houbigant, founder of the world-wide business which today bears his honored name.

"The period when young Houbigant inaugurated his business, during the latter half of the eighteenth century, was a most auspicious one for the introduction of such an enterprise. A period of supreme elegance, in the most cultivated sense of the word, was at its height. Never before had perfumes, face powders and rouges been more widely used. Since the reign of Louis XV a decided vogue for strong-scented perfumes had manifested itself. Such royal favorites as Madame Pompadour and La Dubarry dictated

the fashion and established the mode of sweet-smelling bouquets. Perfumes of charming elegance became known and were sought by all classes of feminine society of Paris, the ladies of the aristocracy, the popular actresses of the period, and in fact femininity in all walks of life.

"The sagacity and discriminating sense of values of the founder was shown not only in the happy period at which he elected to make his bow to the *beau monde* of Paris, but also in the location he chose for his shop, the aristocratic Faubourg St. Honoré. This quarter of Paris (the 'faubourgs' were originally the suburbs of the early Paris) was just coming into its own as a center of real culture, a characteristic it holds to this day. It is the acknowledged center of the luxury trade of the French capital, where the cultivated Parisienne seeks the last word in charm and elegance.

"The old residence where young Houbigant opened his shop was typical of the Paris of its day and reflected in its high windows and finely wrought balconies the atmosphere of that romantic period. These tokens of vieux Paris exist to the present day, as the building remains unchanged. Furthermore, it is now, as then, the House of Houbigant, catering to the Paris of the twentieth century as it did to the capital of two preceding centuries.

"In its early days, Houbigant quite soon acquired an important and well selected clientele, enjoying almost from the beginning the coveted patronage of royalty. Among many interesting and fascinating incidents it is related that on the eve of the flight of the sovereigns to Varennes, at the outbreak of the Revolution, while the Comte de Fersen was at his wits' ends to make safe the royal escape from Paris, busily occupied with the old regal coach and with his own disguise as coachman, the Queen, Marie Antoinette, who was a regular patron of Houbigant's, sent out for her favorite perfume.

"The French Revolution, with the attendant fall of figures of high rank and the emigration of many nobles, was a period hardly conducive to a flourishing trade in perfumes. Houbigant, however, continued to 'carry on,' but he was scarcely encouraged by the prevailing taste of that unhappy time, in which perfumes were designated by such seriocomic names as, for instance, 'guillotine elixirs.' In the period immediately following, however, under the Directorate, the fine ladies known as 'Les Merveilleuses,' in reviving the classic Greek costume, awakened the demand for perfumery which had lain dormant during a trying period of change. The queen of these 'Merveilleuses,' Madame Tallien, set the fashion by dipping her beautiful figure in strawberry and raspberry baths and using sponges impregnated with milk and perfumes. To relate another extreme, Josephine de Beauharnais, Napoleon's future wife and empress, accustomed as she was to the strong scents of Martinique, her native country, received the sobriquet of 'la folle du musc' (musk-crazed lady), and diffused the heavy odors of this perfume in Napoleon's quasi-imperial surroundings.

"The First Empire, succeeding to the Directorate, saw the broadening of Houbigant's fame. The imperial nobles favored the parfumeur to the court of Louis XVI and the brilliant odors of Houbigant lent their gracious charm to the scintillating festivals and levees at the Tuileries. They were closely identified with discriminating society both at the zenith and at the decline of the Empire. Victor Masson, in his 'Souvenirs of St. Helena,' in describing the Emperor's death, relates that while Napoleon was dying

Houbigant's Pastilles were burning in the perfume box in his bedroom.

"After the passing of Armand Gustave Houbigant, who had succeeded his father in 1807, the heirs of the founder continued in the development of a flourishing business, perpetuating and remaining faithful to the traditions which had characterized the enterprise from its inception. They also clung to the original location in the Faubourg St. Honoré, as a permanent and characteristic memorial to Jean François Houbigant, recalling in its distinctive architectural features the life and times of the founder.

"During the nineteenth century the fame of the House of Houbigant continued to increase, with the bestowal of many royal honors. On May 8, 1829, Houbigant was appointed Perfumer to Her Royal Highness the Princess Adelaide of Orleans; and on January 10, 1838, Perfumer to Her Majesty the Queen of England. Soon all of the great European courts were on the list of Houbigant's royal patrons.

"The Second Empire, with its passionate fondness for festivals and balls, was quick to appreciate and adopt the refinements of adornment and fragrance. Empress Eugenie appeared at the Carnival of 1860 with her hair all powdered with gold. Houbigant was her parfumeur, as he was of all of the personages of high rank of that period. The greatest names of aristocracy appear on his books, and it is of interesting record that the account of Emperor Napoleon III closed on July 19, 1870.

"The Republic, succeeding the Empire, saw the fancy for perfumes increased and their use generalized. The intellectual, artistic, and scientific development which marked the end of the nineteenth century was paralleled by constant activity and progress in the perfume industry. Houbigant was a leader in this phase of industrial development, offering a most vivid illustration through the application, industrially as well as commercially, of modern methods which were destined to extend the fame of the firm all over the world. Thanks to the foresight of those in command at this constructive stage in Houbigant history, there is not a single market anywhere in the world which is not in touch with Houbigant's powerful organization.

"For the early methods which consisted in having the manufacturer's products marketed abroad by intermediaries who were not always informed of the needs of the markets, or of the producer's facilities for supplying such needs, Houbigant has substituted the principle of direct action. He maintains throughout the world his own agents, who represent him and him only. Interested in his development, they are not only distributors, but at the same time serve as observing and informing agents. They are always in touch with the parent house in Paris, they follow its directions and transit every useful item of information on the markets they control, thus making possible the planning and regulation of international distribution with special reference to the customs and tastes of each particular country.

"Thus, under the impetus and guidance of the Paris firm, the offices in England, Belgium, Holland, Switzerland, Italy, Spain, Poland, and Rumania centralize and crystallize the activities of Houbigant in those countries, thereby promoting or accelerating the development and expansion of these activities. Similar organizations function at Havana, Buenos Aires, and Rio de Janeiro in Latin America; and also in Australia and in the Far East.

"In the United States there is a particularly powerful organization, one feature of which is an 11-story building recently erected in New York containing the most modern

and up-to-date from all the industrial and commercial departments necessary to prepare and forward orders to all parts of the country.

"If, then, there still remains a huge undertaking to be carried forward, it is with pardonable pride that the successors of Jean François Houbigant can point to the effective international organization with which they have provided themselves to face the future. Their's is the cherished task of carrying and holding high the torch of him who, in his own modest way, laid in Paris in 1775—just 150 years ago—the foundations of this gigantic enterprise of worldwide proportions."

The present owners of the business in France are Fernand Javal and Robert H. Bienaimé. Yvan Droz is the general manager of the Paris establishment. Mr. Bienaimé is president of the French Perfumery Syndicate and an interesting survey by him of conditions abroad will be found on page 77.

One of the objects of the visit of the three gentlemen was to inspect and attend the housewarming of the new building

which was characteristic of the organization throughout the world.

Mr. Javal was introduced and he too stressed the fact that the Houbigant organization is one big family. After reading a cable of congratulations from the Paris office, which incidentally was answered by a similar greeting, Mr. Javal told about the forthcoming 150th anniversary celebration. He concluded his remarks in a whirlwind of applause which only ceased when the orchestra began playing dance music and the celebrants turned to enjoyment of the terpsichorean features of the celebration.

The democratic feeling of good fellowship in the organization was particularly noticeable during the festivities; officers and department heads mingling with their employees in a most informal manner and chatting about things they had in common. At the conclusion of the dance light refreshments were served.

Jean Fabre, of the Société Anonyme des Etablissements Justin Dupont, Argenteuil, France, arrived in New York on the *Paris* on March 24 and is making his headquarters with George Silver, vice-president of Justin Dupont, Inc., of this city. Mr. Fabre plans a trip through the West with L. J. Zollinger, of the selling staff of the firm.

Mr. Fabre has given us a brochure, ample in detail and copiously illustrated, setting forth the origin, progress and achievements of the Société Anonyme des Etablissements



FINE NEW HOME OF HOUBIGANT, INC., NEW YORK CITY

at 539 West 45th street, New York City. This agency is in the hands of Houbigant, Inc., an American corporation.

On the afternoon of March 28 the entire sixth floor of the new 11-story building in 45th street was cleared and gaily decorated with French and American flags and bunting. A platform was erected for speakers and an orchestra opened the celebration with the strains of the "Star Spangled Banner," followed by the stirring "Marseillaise." Mr. Bienaimé rose amid a storm of applause and greeted the employees. In his remarks he pointed out that the spirit of fellowship and co-operation so much in evidence at the cele-



JEAN FABRE, GEO. SILVER AND L. J. ZOLLINGER

brations Justin Dupont, of Argenteuil (S. & O.), France, and it contributes an interesting chapter to the history of the organic aromatic industry. The major illustration is a graphic airplane photograph, 9 by 11 inches, showing the works of the company with some of the immediate environment. The other pictures are of laboratories and parts of the extensive works.

The establishment was founded by Justin Dupont in 1902 for the manufacture of organic odoriferous bodies used as raw materials in the preparation of perfumery, toilet soap, talcum powder, creams and other cosmetic products, as well as certain flavorings employed in the manufacture of food articles. When established in 1902 the factory covered only 4,800 square yards, but the additions and new buildings made necessary by its growth have enlarged the area to 18,000 square yards. It was in 1917 that the Société Anonyme took over the business of the firm which is admirably located about five miles

from Paris, close to the Seine River and near to two Paris railways.

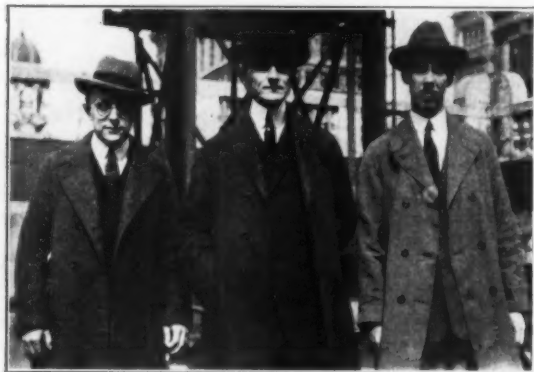
The equipment of the plant, as shown in the brochure, comprises modern machinery and methods, with chemical and research laboratories in which new odorants are sought, while raw materials are tested and finishing touches are put on the general run of the manufactured products. The brochure mentions that the works at Argenteuil are now producing more than 120 derivatives of various kinds, in addition to some products that are made primarily and which enter into the 120 varieties, the number of them being naturally quite large.

Since originally established by Justin Dupont the firm has taken part in nearly all of the international exhibitions and has been rewarded by the bestowal of high awards for its products. In the World War the firm was one of the first in the synthetic perfume industry to respond to the call of France for aid and then was laid the foundation for the manufacture of one of the present Dupont specialties, benzyl alcohol and benzylic ethers.

Justin Dupont is well and favorably known to many in the trade in this country through his frequent visits to the American agency, Justin Dupont, Inc., New York, of which George Silver is vice-president. Mr. Silver last Summer visited the Argenteuil works and was surprised to see how much it exceeded his expectations. So also the brochure will be enlightening to its readers.

Dr. and Mrs. E. G. Thomssen are in New York and expect to remain several weeks. Dr. Thomssen is chief chemist for the J. R. Watkins Co., Winona, Minn., and is in the East in connection with the getting the new plant at 231 Johnson avenue, Newark, N. J., into practical operation.

Etienne Descollonges, partner in Descollonges Freres, Lyon, France, arrived on the *Paris*, March 24 and is visiting the trade with Charles D. Edwards, president of Benj. French, Inc., New York City, who represent the French firm in this country. They are manufacturers of synthetic perfume materials and have an ample plant for the pro-



A. M. STRANG, E. DESCOLLONGES AND C. D. EDWARDS

duction of aromatic chemicals and specialties that they offer.

Just before leaving New York for the Mid-West, Mr. Descollonges posed, for the Editor, with Charles D. Edwards and A. M. Strang, secretary of Benj. French, Inc. The travelers will return to New York early in May when Mr. Descollonges will sail for home.

Mr. and Mrs. John Bartholomew sailed April 15 on the *De Grasse* for a six weeks' visit to France. Mr. Bartholomew is perfumer for Woodworth, Rochester, N. Y.

D. Batzouroff of Jos. Batzouroff & Fils, Sofia, Bulgaria, arrived on the *Aquitania* April 3 for a short stay. Mr. Batzouroff's firm is well known as shippers and producers of otto of rose and has been on the market for a number of years.

In a very handsomely printed booklet which Mr. Batzouroff handed to us a very complete map of the valley of roses shows the principal centers of culture and distillation in 1924, and gives an idea of the progress due largely to steam distillation of the oil.



D. BATZOUROFF

Mr. Batzouroff has kept in constant touch with distillation methods in Europe, particularly in France, where he spent much time in the last two decades. In 1902, we are told, he induced Mr. Girard-Chier, of Grasse, to come to Bulgaria, where the latter built a steam-distilling plant for himself at Karlova. In 1903 Mr. Batzouroff formed his own company for the erection at Karnare of a vacuum steam-distilling plant, which, we are informed, remains up to the present time the only plant of its kind in Bulgaria, the others being simple steam-distilling plants and the older style of open fire stills. By establishing plants in the centers of the various flower producing regions, the flowers are brought to the stills in pristine condition so that there is no deterioration between the time of picking and distillation. The leading firms in the industry have operated along this trend and Jos. Batzouroff & Fils are among the most prominent in this development.

Mr. Batzouroff is making his headquarters in New York during his stay in this country and expects to sail for home early in May, to be at home during the coming crop.

Paris Cosmetics, Inc., New York City, celebrated its first anniversary March 28 by enlarging its quarters at 128 East 16th street. Ever since the business was established by Louis Kronish it has enjoyed a rapid growth; and as a result the company was compelled to take an entire additional floor in its present building, almost doubling its manufacturing capacity.

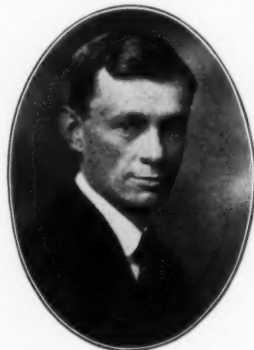
The new quarters include private offices for the executives of the company, Louis Kronish, president, and George Rabin, secretary-treasurer; a display and conference room and general offices on the second floor. The installation of new machinery and equipment coupled with the organization of the operating force into a more efficient working body will help toward attaining the standard of service the company strives to give its customers.

Mr. and Mrs. Henry G. Dusenbury, of New York, have arrived in Paris. Mr. Dusenbury, who is perfumer for Richard Hudnut, writes: "Had a wonderful trip over. Am enjoying seeing the essential oil representatives of the whole world."

A continuous story of steady expansion to meet the growing needs of the Canadian perfumery and essential oil business is unfolded in the history of the growth and development of W. J. Bush & Co. (Canada), Ltd., who have just made a further forward move by the purchase of a seven-story building, 10 St. Helen street, Montreal, into which they have moved their business.

At one time W. J. Bush & Co., Ltd., London, supplied the Canadian market from England. Soon they found that their specialties were in such demand that a depot in Canada became necessary. In 1909 a location was chosen in Montreal and a lease obtained what was then known as 490 St. Paul street west. It was soon found that the accommodation was insufficient and within a couple of years they had spread into No. 492. The city of Montreal then changed the numbering of many streets, and the Bush establishment became 394-396 St. Paul street. This address has been familiar to the Canadian trade for a decade.

By 1912, the business had grown to such proportions as to require the Canadian branch to become a separate corporation, and on January 13 of that year W. J. Bush & Co. (Canada), Ltd., came into existence.



MONTGOMERY ST. ALPHONSE

not until 1919 that the then manager of the firm, A. E. A. Bettsworth, booked his passage to London, having decided that the time had come to ask authority to look out for a suitable permanent building for the Canadian company.

Mr. Bettsworth was taken ill in May of that year and did not make his anticipated trip. He never thoroughly recovered, and died in June, 1920.

Montgomery St. Alphonse, of the London office, meanwhile was appointed to take temporary charge during Mr. Bettsworth's illness but the end came so unexpectedly that when Mr. St. Alphonse landed in July, 1920, Mr. Bettsworth had passed away.

Mr. St. Alphonse is the eldest surviving grandson of W. J. Bush, the founder of the firm. Born in 1886 he joined the firm in 1902, went to the Paris branch in 1904, and returned to London as assistant secretary in 1905. In 1912 he married Ethel Caroline, daughter of John Silvester, of London, and as before mentioned arrived in Canada in 1920.

The arrival of Mr. St. Alphonse synchronized with the depression in the essential oil and chemical trades. His first year of duty in Canada was very trying and a considerable amount of re-organization was found necessary. By May, 1921, he had got things into shape and started a branch in Winnipeg for the better service of the firm's western customers, and has since received many letters of

appreciation of this valuable move. The steady growth of the business at the Montreal depot meantime made imperative the moving of the firm into its new quarters.

W. J. Bush & Co. (Canada), Ltd., extend a hearty invitation to all friends to call and see them in their new St. Helen street home, bringing tennis racquets, golf clubs, or skis along with them, according to season. Mr. St. Alphonse guarantees the quality of the sport that will be provided for them.

Pfaltz & Bauer, Inc., New York, who have been established in the chemical industry since 1900, celebrated their twenty-fifth anniversary April 1. The firm was established by Henry Pfaltz, president and Frank M. Bauer, vice-president, who are still active heads of the company. Kurt Walwer, secretary and general sales manager, joined the firm in 1912 and has acted in that capacity ever since.

Their first principal was Dr. O. Knover & Co., of Berlin, for whom they are still agents, but also since their founding the firm has represented E. DeHaen, A.-G., Seelze, Germany, and their other connections include A. Maschmeyer, Jr., Amsterdam, Holland; Lienau & Co., Uerdingen, Germany;



LEFT TO RIGHT: KURT WALWER, JULES VOLLBEHR, C. F. BOOTH, HENRY PFALTZ AND FRANK M. BAUER

E. Sachsse & Co., Leipzig; Albert Scholtz, Hamburg; Dr. F. Raschig, Ludwigshafen; Edward Geistlich Sons, Ltd., Wolhusen, Switzerland; and Woll Waescherei & Kaemmerei, Hannover. The business which began as a partnership was incorporated in 1913. In 1904 the firm moved to 300 Pearl street, where it is now located.

From its beginning in small quarters at 286 Pearl street, the company has grown so that it now has branch offices in Los Angeles, Chicago, Cleveland, Boston and San Francisco.

The essential oil department has shared in the prosperity which has come to the company and has increased its volume of business. This department is in charge of Clarence F. Booth, an experienced perfumer, who has had several years training in the sale of raw materials. He advises that his department will shortly double the present facilities at the New York headquarters.

The gentlemen in the accompanying photograph posed for the editor just prior to the departure of Jules Vollbehr, sales manager of A. Maschmeyer, Jr., who sailed for Amsterdam last month. Reading from left to right they are: Kurt Walwer, Jules Vollbehr, Clarence F. Booth, Henry Pfaltz, and Frank M. Bauer.

Mr. Pfaltz, accompanied by Mrs. Pfaltz, sailed on the *Veendam*, March 26, on his annual business tour of Europe, which will continue until autumn. We join with friends of

the company in congratulating them on their silver anniversary and in wishing them continued prosperity.

Frederick F. Ingram, Jr., of the Frederick F. Ingram Co., perfumers and toilet specialties, Detroit, Mich., was in



F. F. INGRAM, JR.

New York City for several days previous to sailing for Europe on the *Rochambeau* on April 11. Mr. Ingram plans to be gone six weeks and most of the time will be devoted to business. He reports that the demand for his firm's products has been growing steadily in England, through the agency of Sanggers, of London. He considers the outlook bright generally for exporting American toilet preparations.

The Galena Signal Oil Co., of Franklin, Pa., has purchased the Sibley Soap

Co. property in that city and will enlarge and alter the buildings at a cost of \$100,000 to create a large grease manufacturing plant.

Pierre Lemoine, Inc., which was established ten years ago by C. R. Meltor, celebrated its anniversary April 1 by moving into its attractive new home at 108 John street, opposite Cliff street, New York City, where it occupies four floors and the basement of the building. The new quarters afford a space of 10,000 square feet equivalent to four times the space of the former quarters in Pearl street, and the arrangement of the offices and laboratories is such as to expedite the handling of all orders, both for natural floral products made by Cavallier Freres, Grasse, France, for whom the company is exclusive agent in the United States and for its own line of aromatic chemicals and perfumers' raw materials.

In the new quarters the basement is devoted to store rooms. The shipping and receiving departments are located on the first floor and on the second floor the executive offices, including the private office of C. R. Meltor, the president, are situated; while the third and fourth floors are devoted to laboratories where all manufacturing for the company is done. New equipment has been installed in the laboratories and the facilities for analytical work have been increased.

Mr. Meltor, president and active head of the company, has had wide experience in the trade. After being graduated from the Manual Training High School of Brooklyn, he studied chemistry for four years at Brooklyn Polytechnic Institute. After this he was assistant to the superintendent of the Kalbfleisch Corporation. He was subsequently in charge of prescription work for the American Druggists' Syndicate, after which he was with Fritzsche Brothers, Inc., for three years. In 1915 he founded Pierre Lemoine, Inc., and under his direction it has shown a steady and wholesome growth.

Attention is called to the new process for polishing bottles developed by Swindell Bros., Baltimore, Maryland, in their insert which appears between advertising pages 94 and 95 of this issue.

Edward V. Killeen, who with Mrs. Killeen recently made a trip to the Pacific Coast via the Panama Canal, returned April 1. They had perfect weather throughout the six weeks and while in San Francisco played golf with friends in the trade and others.

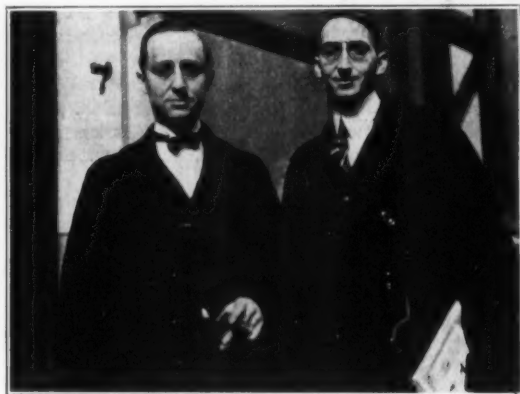
Mr. and Mrs. E. L. King, and their son, E. L. King, Jr., sailed from Mombasa, East Africa, on April 7 after a winter spent in hunting big game in the equatorial forests. Mr. King is vice-president of the J. R. Watkins Co., of Winona, Minn.

A cable message reports the party in excellent health after a very successful season in which all got a full share of game. The party left New York last September and are due back home late in May.

Belgian Trading Co., Inc., of New York City, announces that it has moved its offices from Whitehall street to the International Commerce Building, 15 Moore street, between Water and Front streets, South Ferry. The telephones are: Bowling Green 9610, 9611 and 7076.

La Lete, Parfumeurs, is the registered selling name used by Lightfoot Schultz Co., who are offering a line of toilet preparations direct to retailers. The present offices of La Lete, Parfumeurs, are at 1412 Park avenue, Hoboken, and it is announced that a New York office is to be opened.

During a recent visit to New York, George G. Fries, a member of the firm of Fries & Fries, Cincinnati, manufacturers of synthetic perfume and flavoring materials, called at our sanctum with George Louis, Jr., manager of the New York office. Mr. Fries in addition to being a good chemist, is also a capable business man and with his brother Robert



GEORGE LOUIS, JR. AND GEORGE G. FRIES

has developed the business to large proportions. It will be noted that Mr. Fries is carrying a copy of the *AMERICAN PERFUMER* in the accompanying snapshot.

Solar Laboratories, Inc., 425 East 24th street, New York City, advise us that Peter Meyer is no longer connected with the company in any capacity. Until recently he was vice-president.

The present officers and directors are Alexander Hirschbein, president and secretary; S. B. Kaiden, vice-president and treasurer.

Some idea of the progress of the perfumery and toilet soap industry is given in Colgate & Co.'s balance sheet, as of December 31, 1924, printed recently in the *Boston Financial News*. The total assets and liabilities on that date amounted to \$26,072,677, as against \$23,511,842 a year previously. The surplus was \$4,996,263, being an increase of nearly half a million dollars over 1923, or to be more exact a surplus gain of \$448,492.

Sidney M. Colgate has leased his camp on Upper Saranac Lake, known as Camp Beechwood, to Col. Robert W. Bingham, editor of the *Louisville (Ky.) Times*.

Col. Austen Colgate has again declined to become a candidate for the Republican nomination for Governor of New Jersey, and is supporting Senator Whitney, a close personal friend. Col. Colgate, who formerly was Senator from Essex County, is extremely popular with Jersey voters, but is reluctant to hold office.

Credit is herewith given to the *Colgate Clock* for the excellent half-tone of Martin L. Degavre, the new chief chemist of the Jeffersonville plant. He is the man in charge of the laboratory and all chemical work connected with the plant and it is his job to see that the soap made at Jeffersonville meets in every respect the standard set at the Jersey City works.



M. L. DEGAVRE

Mr. and Mrs. Degavre will make their home in Louisville and become Kentuckians, instead of Hoosiers, for the Colgate factory is situated where the famous old Hudson River clock tells the time to Louisville folk across the Ohio River. Mr. Degavre after graduating from Columbia University became affiliated with the Celluloid Co., of Newark, but soon afterward in 1911 he started in the Colgate laboratory. In 1916 he went to the raw stock department and again early in 1924 he resumed work in the laboratory. In August, 1924, he went to Jeffersonville, where he spent three months installing the laboratory, returning to Jersey City in December. In February, it was decided to give him control of the chemical part of the Jeffersonville plant. His departure was attended by presentations and other evidences of his popularity in the organization in the main establishment. Few men have taken a new job with better wishes from their associates and subordinates.

Gilbert Colgate, Jr., sailed April 15 on the *Berengaria* to join his father in Paris. He is expected to return in about a month.

The Jeffersonville (Indiana) plant of Colgate & Co., escaped damage in the tornado which recently swept some of the Middle West states, much to the gratification not only of members of the firm, but of friends and relatives of the Jersey City Colgate people who have moved out to the new plant.

The remarkable growth of the Marinello Company from a little business started twenty-one years ago in the basement of her home in La Crosse, Wisconsin, by Mrs. R. J. Maurer, when her only equipment was a double boiler, into the enormous organization of today with two factories and ten schools, will be celebrated May 15, when the company moves into its new Eastern home at 72 Fifth avenue, New York City. The building is at the corner of 13th street and Fifth avenue, and is a seven story structure. A twenty-one year lease has been taken on the property, which will be occupied entirely by the company for offices and laboratories for manufacturing products for eastern distribution.

The arrangement of the offices, schools and laboratories is such that the public as well as the trade will be afforded an opportunity to see under one roof how toilet preparations are manufactured, how beauty culture is taught, and how toilet preparations are practically applied. To carry out this plan it will be the policy of the company to be open at all times to visitors.

The first floor will be devoted to retail and wholesale sales display rooms. On the second floor the post-graduate



MARINELLO'S HANDSOME NEW EASTERN HOME

department will be located. In this department students get actual practice in dealing with the public, service being given to the latter at half the usual price. In the rear an assembly room for lectures and meetings will be located. One of the features afforded will be the opportunity to have demonstrations in front of the class by means of motion picture films.

The third floor will be devoted entirely to the school which is being equipped with the latest appliances for all phases of beauty culture. On the fourth floor, the executive offices will be located, including that of Mrs. R. J. Maurer, the president. Directors also will have their offices on this floor. Manufacturing will be carried on in the laboratories on the fifth, sixth and seventh floors, all of which will have stock rooms for raw materials. A gravity belt system will make it possible to expedite deliveries of materials or finished goods from one floor to another and to the shipping department.

On its twenty-first anniversary the Marinello Company enjoys marked prosperity. Factories are located at La

Crosse, Wisconsin, and in New York City, and schools are operated in New York, Philadelphia, Chicago, Cincinnati, Minneapolis, Detroit, St. Louis, Denver, Los Angeles, and Portland, Oregon. In addition it is planning to open schools in Boston, Mass., Dallas, Texas, and possibly Atlanta, Ga. It is estimated that there are 12,000 active beauty shops in the United States and it is pointed out that the Marinello Company sells to 8,400 of these, and of this number more than 6,000 use Marinello products exclusively. Marinello methods, it is also stated, are practiced by between 25,000 and 30,000 operators.

So far as is known the Marinello Company is the only institution of its kind in the United States founded and built up by a woman, that does a business national in scope and amounting to millions of dollars in annual turnover. The original capital was only \$300. Mrs. Maurer is the active head of the company, and directs all of its manifold affairs. Not only among toilet preparations manufacturers, but generally Mrs. Maurer is regarded as the leader among women in our industry. Her husband, Dr. Albert Maurer, a practicing physician of La Crosse, is retiring from practice and will in the future reside in New York.

The Colgate Fifth Avenue Sales Salon is to be opened about May 1. It will mark a distinct advance in American methods, according to the plans so far as they have been made known, for the Paris idea of sales promotion has not only been adopted, but improved upon.

Howard Greenley, a noted architect, is supervising the work. In the new Colgate salon the buyer will step into a vestibule done in tones of green, black and gold. Directly in front of him will be the Octagonal foyer with a beautiful fountain in the center. The various perfume vials, bottles, soaps, face powders, talcs, etc., will be displayed in recessed wall vitrines on glass shelves illuminated from above and below by a system of concealed lighting. A carefully planned office arrangement forms a part of the scheme and visiting buyers will be invited to make use of these private offices in conducting business while in New York City.

The Colgate plan for giving employees a financial interest in the business is reported to have worked out exceptionally well. Subscriptions for the Colgate Employee Investment Bonds were received from 1,184 employees. The total amount of the bonds subscribed was \$284,150. These subscriptions were made under two plans. Under the single payment plan the amount turned in by employees was \$144,350. The balance, \$139,800, was taken under the part payment or installment plan. This being a new departure the quick response of more than quarter of a million dollars tells its own story of the *entente* between the owners and the employees of Colgate & Co.

H. F. Copeland, sales manager of the White Oil and Petrolatum Division of L. Sonneborn Sons, Inc., New York City, has recently returned from a months' trip through the South and the Middle West. He reports business to be improving in the cosmetic line all through that territory.

Henry S. Dennison, president of the Dennison Mfg. Co., of Framingham, Mass., presided at the final session April 8 of the Boston conference of the sales executives' division of the American Management Association.

Victor Vivaudou, who retired from the presidency of V. Vivaudou, Inc., New York, on October 3, returned from France on the *Mauretania* on March 27, and solved the mystery attending the incorporation of Vivi, Inc., which came into being at Albany on November 12.

The object of Vivi, Inc., was given as the making of face powders, etc., with a capital stock of \$1,000,000. The persons named in the incorporation papers at the time denied any knowledge of Mr. Vivaudou's connection with the new corporation.

Mr. Vivaudou announces that he is going to manufacture a complete new line of French toilettries, with offices at 489 Fifth avenue, New York and in Paris. Mr. Vivaudou is president of Vivi, Inc.

The engagement of S. B. Kaiden, vice-president and treasurer of Solar Laboratories, Inc., New York City, and Miss Frances Glantz has been announced.

Anker S. Lyhne, president of the Bridgeport Metal Goods Manufacturing Co., Bridgeport, Conn., sailed on the *Berengaria*, April 15, on a business and pleasure trip to Europe. Mr. Lyhne will visit London and Paris and also plans to spend much of his time in Copenhagen, Denmark, his former home. He expects to return about June 1.

A. H. Moore, salesmanager for the company, has returned from a trip lasting several weeks which took him through the Middle West. He called on the trade quite generally and was very favorably impressed with the feeling of optimism he found in all sections.

B. Kronish, of B. Kronish & Bro., proprietors of Bee Dee Kay Laboratories, New York City, has returned from a business trip to Cuba and Mexico where agents for his company were appointed in the principal cities. Mr. Kronish was much impressed with the outlook for the sale of toilet preparations in Cuba and Mexico and reports that the foreign business of his company notably in the South and Central American countries shows an encouraging increase. Orders have been received in fact from Australia for Bee Dee Kay compacts. As a result of the growth in its foreign business the company is planning to enlarge the facilities of its factory.

H. Symington Cox, president of Cox, Aspden & Fletcher, New York, has returned from a trip through the Middle West in the interest of his company, calling on the toilet preparations and pharmaceutical trades and other large consumers of sandalwood oil.

Herbert Joyce has severed his connection with Glenco Products, Inc., Brooklyn, N. Y., and has gone into business for himself as a consulting chemist at 310 36th street, Brooklyn. Mr. Joyce reports that he has had considerable experience in this line, both in England and France, and that he has specialized in the manufacture of soap.

Fire did about \$75,000 damage March 17 to the factory and contents of the Jersey City plant of the New York firm of R. Hillier's Son Co., drug importers, in Hudson street, between Grand and Morris streets. Firemen fought the flames from roofs of a Colgate and other nearby buildings. An overheated stove was the cause. Two persons were injured.

A. L. van Ameringen announces the removal of his offices to 30 Irving place, New York City. It is interesting to recall, in this connection, that what is now a flourishing institution, began in the year 1918 in a small loft in Gold street.

The story of its growth is a tribute to the vision of Mr. van Ameringen, who has been the guiding spirit in every phase of progress. In the brief span of seven years, he brought what was practically a one-man company, up to a level of relative prominence in the field of essential oils, flower oils, and synthetic chemicals.



A. L. VAN AMERINGEN

In 1921, the business was moved from Gold street to 15 Irving place, where larger quarters were available. In February, 1925, the firm again took possession of larger and more adequate space, across the street from its former home.

This new installation, at 30 Irving place, comprises 4,000 square feet, entered directly from the street. One of the features is a large odor-proof room, with special ventilation equipment. A large motor-driven exhaust fan clears and renews the air in this room in less than three minutes. It is expected that the odor-proof room will be a valuable aid to accurate testing and comparison. Another feature is that practically all the working space receives direct daylight through a large skylight, 25 feet square. There is ample space for storage of materials and equipment, in-



VIEW OF NEW OFFICES OF A. L. VAN AMERINGEN, NEW YORK

creased packing and shipping facilities and roomy working rooms.

The well-equipped office, which is shown in an accompanying half-tone, is in charge of H. Samson. All records of orders, stock, costs, sales, etc., are kept in a modern visible record system, so that any information is instantly available.

Research is in charge of W. A. Seltmann. In his long, narrow laboratory, flooded with sunlight, "Doc" Seltmann holds forth, developing the van Ameringen lines, and drawing upon his 30 years of perfume oil experience. Next to the research department is the control department. Here all materials received, as well as manufactured products, are tested.

The sales representatives are Harry E. Pfaltz, New York City and the metropolitan district; J. T. Wilde, East Central states; and W. E. Grassie, Chicago and the Middle Western states.

Mr. Van Ameringen has expressed his belief that the sales increase of 1924 over 1923, will be outstripped during the current year. He attributes the growth to in-



VAN AMERINGEN SALES REPRESENTATIVES

W. E. GRASSIE

J. T. WILDE

H. E. PFALTZ

creased consumption, and consequent increased business done by his customers. Whatever the reason, it is evident from even a cursory visit to the firm's new home, that its smooth-running, well-organized staff, and generous modern quarters indicate healthy activity.

Dermay Co. is to move on May 1 to new and larger quarters at 133 East 16th street, New York City.

The Pfaudler Co., of Rochester, N. Y., announces that I. E. Colvin, formerly assistant general sales manager for glass enameled steel products, has gone from Rochester to



I. E. COLVIN



JAS. E. SIMPSON

take charge of the company's Chicago office. James Simpson, whom he succeeds, is handling the Pfaudler affairs on the Pacific Coast, with offices at 310 Sansome street, San Francisco.

John A. Holmes, who was head of the paper cup division of the F. N. Burt Co., Ltd., Buffalo, N. Y., following the sale of that branch of the company's activities, decided to take a well-earned vacation and has gone with his family to Florida, expecting also to visit Cuba before returning to Buffalo. Mr. Holmes has been a hard-working and valuable assistant to Miss Mary R. Cass, manager of the Burt factories in Buffalo, besides being popular with his are tested.

L. G. Phippen, who has had a long experience in the adhesives industry, has become a member of the staff of the Arabol Manufacturing Co., of New York City, joining the representatives who are covering the middle west territory and working out of Cicero, Ill., where the Arabol Co., maintains a factory and offices for the convenience of its customers in that part of the country. Besides the Cicero plant Arabol operates one of the largest individual factories in Brooklyn, N. Y., and another factory at Brampton, Ont., for the convenience of the Canadian trade. The company's executive offices are located at 110 East 42nd street, New York City.

Mr. Phippen has numerous friends who will join in wishing him success in his new connection. Formerly he was with the Williamson Co., of Chicago, and with the Glucol Mfg. Co. for about twelve years.

Sidney Picker, assistant general manager of Trece Laboratories, New York City, who has the distinction of being national president of the Alpha Epsilon Pi fraternity, was the guest of honor April 19, at Marquette University, Milwaukee, where he officially installed a new chapter of the fraternity there. Ever since he was an undergraduate at New York University, where he acted as president of his local chapter, Mr. Picker has maintained an active interest in the affairs of the fraternity.

Kramer & Lange, Inc., 30 West 24th street, New York City, have been appointed American and Canadian agents for Georg Adler, manufacturer of fancy paper boxes, Buchholz, Germany. Mr. Adler arrived on the *Columbus*, April 11 and expects to remain in this country for three months calling on the trade as far west as the Pacific coast.

Newell Neidlinger, son of George H. Neidlinger, president of the Peerless Tube Co., Bloomfield, N. J., has joined the Fuller Construction Co., New York City, in an executive capacity. Mr. Neidlinger will be remembered as a football star at Yale University where he won an enviable reputation in numerous student activities as well as on the gridiron.

In an item announcing that the Federal Products Co. had moved its New York branch next door to 70 West street, printed on page 36 of our last issue, an error was inadvertently made in mentioning the manager's name. H. C. Eells, one of the vice-presidents of the company, is in charge of the New York branch.

C. Randall Hammond, whose name was used in that connection, is the general manager of the Rossville Co. of New York, Inc., which is a branch of the Rossville Co., distillers, of Lawrenceburg, Indiana. The Rossville New York branch is at 78 and 80 Beach street, where it has been located for a considerable time.

Jean's Products, Inc., 45 Crosby street, New York, succeeds to the toilet articles and preparations business of Jean S  n  gas, who continues as president.

Bill: "I got a lot of letters the first of the month and they all started the same way."

Will: "How was that?"

Bill: "Unless!"—*Literary Digest*.

Le Marcelino Co., New York City, of which Wm. Spero is the general manager, announces that Philip Cave has joined the organization as chief chemist. Mr. Cave was educated abroad and was formerly connected with one of the large English toilet preparations concerns.

Other changes and improvements which have been in progress at the Le Marcelino laboratories are rapidly nearing completion, and as soon as this is accomplished Mr. Spero in company with Marcelino Hernandez, proprietor of the company, plan a western and Canadian trip together by automobile.

Fire of unidentified origin visited Van Dyk & Co., manufacturers of raw materials for perfumers, at their office and warehouse at 6 Platt street, New York City, on March 24. The fire began in the shipping department on the first floor and was confined there by quick work of the fire department. The damage was estimated at \$10,000. Dr. Samuel Isermann, president, and other officials of the company were at the Jersey City laboratories and only half a dozen employees, four stenographers and two men, were in the building at the time.

Alexander Katz, secretary and treasurer of Florasynth Laboratories, Unionport, N. Y., has returned from a two months' trip throughout the South, covering the states of Louisiana, Texas, Tennessee, Georgia, South Carolina and Pennsylvania. He found conditions so unusually good that he immediately left for another two months' trip through the middle Atlantic states which will include New York, Ohio, Virginia, and Pennsylvania.

Charles L. Senior, vice-president of the company, has also just returned from a six weeks' trip to Havana, during which time he travelled throughout the Island of Cuba. He reports that confidence is gradually being restored and that the underlying business conditions there are on a safe and sane footing. Accordingly the Florasynth Laboratories looks forward to its normal volume of business with the island this year. Mr. Senior expects to leave soon for another trip through the middlewest.

Francis E. Holliday, general representative of the National Wholesale Druggists' Association, and Mrs. Holliday returned home on the *Leviathan*, April 6 from their vacation cruise of nearly two months during which they visited most of the points of interest off shore and inland in Europe and Egypt. While in Brussels, Mr. Holliday met C. C. Speiden, of Innis, Speiden & Co., of New York, and other friends, who also were traveling abroad. The Hollidays certainly enjoyed their holiday cruise, for it was the first real one that they had taken in the quarter of a century that Mr. Holliday has been "on the job" for the N. W. D. A.

Burt H. Goddin, for many years connected with a number of the large chemical houses in the downtown district, has gone into business for himself as president and general manager of the Harwood Drug Co., with offices at 98 Water street, New York City, specializing in Spanish castile soap, powdered henna and other crude drugs.

A. Alexander, secretary and production manager of Carlova, Inc., manufacturers of toilet preparations, Binghams, N. Y., was a recent visitor to New York and called on the Editor.

CHICAGO

CHICAGO, April 13.—The Chicago and Illinois Hairdressers' Association's 1925 convention and Mid-West Trade Show is to be held in the 131st Regiment Armory, April 14 to 16. Columbus J. Behan, business manager and stage director of the beauty pageant, predicts 20,000 visitors. There will be about one-hundred exhibit booths, some of them gorgeous affairs, the more prominent ones being installed by the following firms: Inecto, Inc., Rap-Dol, Inc., C. Nestle Co., Eugene, Ltd., E. Frederics, Scott's Laboratories, Western Hair Goods Co., F. W. Fitch & Co., Seiffert Cosmetic Co., Alto Mfg. Co., Paul E. Johnson, Wildroot Co., Inc., Bonheur Co., Inc., Virozol Co., Moler Supply House, Marinello Co., Delica Laboratories, Inc., Koken Companies, Emil J. Paidar Co., Wm. Meyer & Co., Boyer International Laboratories, Perfection Laboratories, House of A. Blatt, E. Burnham, Inc., Guilmont & Peters, United Permanent Wave Supply.

The chief feature of the show from the standpoint of public interest will be the beauty contest—one prize to go to the girl employee of a beauty parlor or hairdressing establishment having the prettiest bob and one prize to the employee having the most beautifully dressed head of long hair.

Emil Rhode, president of the association, will be master of ceremonies. He will be ably assisted by Paul Rilling, Harold Burnham, Madame Louise, Miss Helen Lynch, George Hoppman and John Mueller. Directors of the "hair race" will be Jane Symons, from the Martha Washington shop, 25 East Washington street, and Margaret McNamara, from the Jackson Park beauty parlor and hairdressing shop at 6012 Stony Island avenue. Columbus Behan also will figure extensively in the arrangements.

The Charles V. Sparhawk Corp., of New York City, has changed the location of its Western Office at Chicago from 223 North Jefferson street, to 337 East Illinois street. Enlarged quarters and increased facilities have been the result. Besides having a private spur of track so that goods can be unloaded directly from cars into the warehouse, there is increased space for storing goods, so that an unlimited amount of material can be held in stock.

A. Srebn, who has been connected with the business almost from its beginning, and who acquired his knowledge of the essential oils from handling the oils from the stills to the finished goods, having been transferred about a years ago from the Newark plant to Chicago, is in charge.

Charles V. Sparhawk has been making his headquarters for some while in Chicago, giving his personal attention to the changing of their offices. Mr. Sparhawk regards Chicago as a constantly widening field for essential oils, with her surrounding cities and territories accessible to local representatives and his expansion is in line with that of some of the larger New York concerns that also are making their middle west branches distributing depots.

Walter L. Filmer, Chicago manager of the Monsanto Chemical Works and secretary of the Chicago Perfumery Soap and Extract Association, has been suffering from a touch of the "flu" for three weeks, which ailment was complicated by a semi-serious attack of ptomaine poisoning which laid him up for three days. He is now at the office again, but a little short of his ordinary "pep" and "punch," but he expects to be good as new in a few days.

H. J. Beck, Chicago broker and manufacturers' agent, with Mrs. Beck, left their Bradentown, Fla., estate, April 11, on their return to Chicago, after spending the winter in the "Sunny South." They are to return home via Washington and New York city. The Becks left Chicago, December 6.

Harry Holland, manufacturers' agent and broker in the Hearst Building, is nursing a stiff neck. "Not a serious, yet a irritating, malady," said he. Mr. Holland reports business rather good. "The tonnage of glycerine going forward in the four states I cover is quite satisfactory, and the movement steady."

Allen F. Moore, president of the Pepsin Syrup Co., Monticello, is the new Republican national committeeman from Illinois, succeeding the late Fred W. Upham. Mr. Moore is as popular in politics as he is in the chemical and drug trades. While an effective executive, he is "everybody's friend" and the one big outstanding man in his home town.

National advertisers in the perfumery, soap and toilet goods trades here are wondering how the consolidation of all of the big bill board and poster advertising companies is going to affect the cost of this kind of advertising. George L. Johnson, of the old Cusack Co., Chicago, who is chairman of the new board, has stated that it is more likely to reduce than to increase the price of space. Big economies in overhead and administration detail are to be worked out and customers are likely to share in the benefits.

The Princess Pat Co., manufacturers of toilet preparations in Chicago, are receiving much favorable comment on their new price-stabilization plan. It is said to be the Colgate plan with modifications and extensions and is meeting with favor in both wholesale and retail fields. Martin Gordon, president of Princess Pat, says: "For a young plan it has made great headway. So far we are greatly pleased with results."

The Andrew Jergens Co.'s Chicago branch at 25 North Market street will be discontinued May 1, and the manager, Miss Alice E. Firth, will make a three-months' tour of Europe before re-establishing herself in business. Miss Firth came to Chicago, April 17, ten years ago, and was not favorably impressed with the "Windy City." "I didn't want to stay over night," said she, "but after living and being engaged in business here for ten years, I have so grown to love it that I expect it to be my home for many more years to come." Miss Firth has been in the employ of the Andrew Jergens Co., Chicago, for fifteen years. The three salesmen, Frank L. Gentry, Thos. Sozard and J. D. Casey, will report after May 1, direct to general sales manager, S. K. Maxwell, at the home office in Cincinnati.

A representative of M. L. Barrett & Co., states that business in their lines is good in spots, but the spots could be larger and more satisfactory. The feeling is fairly good, however, continued he, as judged by direct-mail advertising sent to a prospect list of 600 which elicited 123 orders and inquiries. This he takes as indicating that going after business will produce, while expecting it to come in of its own accord is likely to prove disappointing. He stated that offerings of French products have been stimulated by the

recent slight decline in the franc. Correspondence originating on this side with French markets has also become quite active.

Paul "Aspirin" Gibney, of the Bayer Co.'s Chicago office, will lead a galaxy of automobilists to the annual convention of the Illinois Pharmaceutical Association, at Decatur, June 16. There are cement roads all the way and the route traverses a beautiful stretch of country. The party will be entertained by Allen Moore and Johnny Hott, of the Pepsin Syrup Co., when it reaches Monticello enroute.

Speaking of price-stabilization plans, it may be said that the local manufacturing interests accepting the principle involved, do not relish the news that the Federal Government is still opposing the Colgate decision, although the legality of that plan has been upheld by the courts. They point to the fact that "price control by manufacturers of their own trade-marked specialties, will not down." "It has persisted for forty years," said one of these commentators, "and it will persist until the right of manufacturers to market their own products, excepting those falling within the category of necessities of life, in their own way has been established, and then protecting and insuring their market and trading good-will."

Otto Kasch, proprietor of a pharmacy and toiletry establishment at 5800 West Division street (Austin), failed to win election as alderman of the 37th ward on April 7, but made a creditable run, however.

The seventh International Dental Congress will be held in Philadelphia, August 23-28, and the president, William H. G. Logan, of Chicago, intends to take a big delegation of the local brethren to the meet.

Harry J. Ahles, representative of Ungerer & Co., of New York, in the Chicago market has returned there from a western business trip and reports the business outlook as good.

Frank Z. Woods, representing the Federal Products Co., of Cincinnati, and other well known manufacturers will lose 14 feet from his offices at 180 North Market street, as the new South Water street boulevard will take that amount of space from the building.

A. A. Nelson, formerly with the A. A. Nelson Corporation, has organized the Vigorda Products Co., with offices at 537 South Dearborn street, Chicago, and will specialize in mail order sales of toilet preparations.

L. P. Anderson and A. D. Pashdow have organized the Chocolate Products Co., with offices at 215 West Schiller street, Chicago. They have taken over the flavoring extract business from the Daigger Corporation and will also open a plant at Toronto, Ont.

Donald M. Downs, M. B. Downs and H. R. Janowitt have organized the Caxton Laboratories with offices at 323 West Jackson boulevard, Chicago. The new firm has a capital of \$15,000.

The Fuji Trading Co., Chicago, has increased its capital stock from \$20,000 to \$30,000.

H. C. Ryland, essential oils and aromatics, of 52 Laight street, New York City, plans to make a visit to his branch office, 2,704 Greenview avenue, Chicago, Ill., during the week of April 20.

Arthur B. Jansson, production manager and assistant perfumer for the last nine years with Marshall Field & Co., severed his connection with that firm on February 1 and became associated with the Bonney Co., of Chicago, as their perfumer.

Clarence Morgan & Co., essential oils, Chicago, have moved into larger quarters on the third floor of the Barrett Building in West Ontario street where they will have 10,000 square feet of space. R. L. Witzleben has joined the city sales force of the company and R. H. Holman the office force. The company has recently taken on the agency of the Provident Chemical Works of St. Louis for the Chicago territory and Mr. Morgan is optimistic over the sales outlook for the coming months.

The Helfrich Laboratories, 33 West Kinzie street, Chicago, reports the outlook for spring business as good and has a complete line ready for the trade.

Al Seidel, secretary and treasurer of D'Arly, Inc., Chicago, announces that due to the rapidly increasing volume of its toiletries business it has added two floors to its quarters at 3323 South Michigan avenue.

The Oaklawn Drug Co. has been organized at Oaklawn, Ill., to manufacture drugs and chemicals and to sell soaps, perfumes and proprietary lines. S. B. Burg, E. G. Schussler and Joseph C. McGinnis are the principals of the new firm.

Roy A. Fancher, S. A. Fancher and William E. Hatch have organized the Roy Fancher Co., with offices at 1216 Chicago avenue, Evanston, Ill., to sell extracts and fountain supplies. The company has a capital of \$40,000.

The *Candy and Ice Cream* magazine of Chicago, is advocating that the retail confectioners add side lines to their business and suggests that a perfume line would be a good profit addition.

L. C. Lorens has joined the Chicago offices of the Armstrong Cork Co. as special representative of the service department of the company. George T. Turner, manager of the Chicago office, reports business as holding up to 1924 figures and the outlook is bright for better business for the summer months. The Chicago office serves the states of Wisconsin, Minnesota, North and South Dakota, Montana, Idaho and parts of Illinois, Iowa, Michigan and Indiana.

The Brandt advertising agency has taken over the account of the Boncilla Laboratories at Indianapolis and will direct its advertising in the various magazines and other publications to be used this year.

John P. Sicalinos, Don Lichenstein and Angelo Sicalinos have organized the Ashland Chemical Co., with offices at 1617 West Polk street, Chicago, and they will deal in and manufacture all kinds of drug products and chemicals.

BOOK REVIEWS

SYNTHETIC ORGANIC COMPOUNDS, by S. P. Schotz; octavo 7 x 10; 412 pages; 110 illustrations, tables and graphs; green cloth covers; D. Van Nostrand Co., 1925. Price \$12.

In this work the author, who is a consulting research chemist and chemical engineer, has taken the term "Synthetic Organic Compounds" in its widest possible sense by including substances obtained from the elements, such as tetrachlorethane and viscose silk, which is mainly a mixture of regenerated cellulose and hydrocellulose. Thus the popular definition of the word "synthetic" is followed.

An idea of the scope of the book may be had from the following chapter headings: Synthetic Solvents; Chlorinated Hydrocarbons; Other Synthetic Solvents; Synthetic Aromatic Compounds; Antiseptics and Disinfectants; Sweetening Agents; Intermediates for the Manufacture of Dyes; Synthetic Tannins; Explosives; Artificial Silk; Chemical Warfare; Plastic Masses, (1) Celluloid and Plastic Masses, (2) Synthetic Resins.

One of the most interesting chapters is that on Synthetic Aromatic Compounds. In this chapter the following are treated: Esters, Ethyl Acetate, Methyl Acetate, Benzyl Acetate, Terpinyl Acetate, Linalyl Acetate, Bornyl Acetate, Menthyl Acetate, Glycerine Triacetate, Ethyl Succinate, Ethyl Citrate, Fixatives, Methyl Anthranilate, Esters of Cinnamic Acid, Esters of Benzoic Acid, Esters of Salicylic Acid, Phenyl Ether (*Diphenyloxide*), Benzaldehyde, Vanillin, Synthetic Camphor, Preparation of Pinene Hydrochloride, Manufacture and Properties of Camphene, Preparation of Camphor, Synthetic Violet Perfume, Coumarin and Artificial Musk.

The book is carefully indexed by subjects and by authors so that any detail may be readily located and the numerous graphical formulas throughout the work add to its interest and usefulness.

CANADIAN TRADE INDEX, 886 pages, cloth bound; published by the Canadian Manufacturers' Association, Toronto, Ont.; 1925 edition; price, \$6.

This directory is the most complete and useful of the series of trade indexes issued by the Canadian Manufacturers' Association during the last quarter of a century. In addition to lists of Canadian trade officials, British consuls and other information the Index is divided into five parts, as follows:

I. An alphabetical list of manufacturers, with addresses, branches, export representatives, trade marks, brands, etc., printed on blue paper.

II. An alphabetical list of cable addresses used by Canadian manufacturers.

III. A directory of the manufacturers of Canada, classified according to articles made, with a guide to the classified index. Subdivisions include the following: Adhesives, barbers' supplies, paper and other boxes, cans and other containers, disinfectants, flavoring extracts, face creams, toilet creams, toilet preparations, perfumery, insecticides, labels, machinery, essential oils, soaps, soap materials and supplies together with allied commodities.

IV. A directory of exporters of agricultural products.

V. Alphabetical lists giving in French and Spanish the headings in Part III, with parallel English, of articles and their manufacturers.

The directory bears evidence of careful compilation and is well printed. It is a valuable volume.

NEW PRICE LISTS, PUBLICATIONS, ETC.

STAFFORD ALLEN & SONS, LTD., LONDON, ENG., UNGERER & Co., 124 West 19th street, New York City, American representative.—March price list of "StaffAllenS" essential oils and other commodities, which has just been received, gives the wholesale quotations on the various products for perfumers and soap makers manufactured by the firm, including Allen's oleoresins, terpeneless and expressed oils, powdered drugs, synthetics, chemicals and sundries.

TELEPHONE ALMANAC FOR 1925 is received from the Information Department of the American Telephone & Telegraph Co., 195 Broadway, New York. It is a 36 page pamphlet, which, as its foreword says, contains "valuable information for farmers, business men, housewives and other users of the telephone," as well as historical data relating to the Nation and the evolution of telephony. Both the compiler and the company deserve credit for issuing this handy and useful almanac.

DEPARTMENT OF COMMERCE, Washington, D. C.—The Bureau of the Census, the Bureau of Foreign and Domestic Commerce and the Bureau of Standards are jointly compiling the *Survey of Current Business*, a monthly supplement to *Commerce Reports*. The *Survey* is \$1.50 per year in the United States. Foreign subscriptions, \$2.25.

The Bureau of the Census is publishing a monograph entitled "The Integration of Industrial Operation." It is the third monograph in a series devoted to a statistical and descriptive analysis of the development and growth of industrial establishments and of the size, scope and structure of combinations of industrial establishments operated from central offices, based on returns of the Fourteenth Census. The book has 272 pages, bound in cloth. The price is \$1.

The *Survey* and the book may be obtained by remitting the proper amounts as given above to the Superintendent of Documents, Government Printing Office, Washington, D. C.

FRITZSCHE BROTHERS, INC., 82-84 Beekman street, New York City, have issued their wholesale price list for April, covering essential oils, synthetic flower oils, aromatic chemical preparations, fruit flavors, vegetable flavoring oils, colors for beverages and soap, and sundries. The Eff-Bee imitation flavor bases for non-alcoholic flavors are quoted and special mention is made of a novelty in the shape of imitation oil of peppermint, which is guaranteed to contain not less than 50 per cent of menthol and is offered as substitute for the present higher priced peppermint oil.

REVENUE LAWS, WITH AMENDMENTS, from 1914 to 1923 inclusive, compiled by the House of Representatives Document Room, published in 1924, is obtainable by sending 35 cents to the Superintendent of Documents, Government Printing Office, Washington, D. C.

"THE TINDECO MAGAZINE" is a new tabloid of 24 pages devoted to metal decorated products and put forth by the Tin Decorating Co., of Baltimore, Maryland. It is intended for the edification of everybody interested not only in the company's products, but in other matters of human concern. William Feather is the editor and he makes a good showing in the preliminary issues.

CENSUS OF WHOLESALE DRUG SALESMEN, 1925, is a pamphlet compiled by C. H. Waterbury, secretary of the National Wholesale Druggists' Association, New York. It shows how the retail drug trade throughout the country is covered by regular solicitations of representatives of the members. The traveling forces total 2,410, or an average

of 10 salesmen for each of the 244 members whose establishments are in 158 strategically located cities of the United States. Including the city asles forces there is an average of one salesman for each 13.7 retail stores of the 52,304 retail drug establishments in the country.

In connection with the census the N. W. D. A. has issued a large wall map of the United States which shows in graphic shape the distribution of drug establishments throughout the country.

CLARENCE MORGAN & Co., 355 West Ontario street, Chicago, have issued their monthly price list for April.

ROSSVILLE ALCOHOL TALKS, Booklet No. 5, March, 1925, issued by the Rossville Co., Lawrenceburg, Indiana, continues the tour of the reader through the company's plant and illustrates phases in the process of manufacturing alcohol. Questions and answers regarding alcohol will be a feature of future "Talks."

IN MEMORIAM FOR DEPARTED FRIENDS

ARNOLD, FRANCIS R., founder of F. R. Arnold & Co., importers of perfumery, New York, April, 1922.

BERGHAUSEN, EDWARD, of the Berghausen Chemical Co., Cincinnati, Ohio, April, 1918.

BINDERMAN, HENRY, retired soap manufacturer, Louisville, Ky., April, 1916.

BLEDSE, A. T., soap manufacturer, Cincinnati, Ohio, died in Covington, Ky., April, 1915.

BOSE, CHARLES M., vice-president Western Soap Co., San Diego, Cal., April, 1911.

BRUCE, G. A., soaps, Charlestown, N. H., April, 1909.

BULTMAN, RICHARD C., president of the A. P. Babcock Co., New York, April, 1919.

DOCK, WILLIAM, soaps, Cincinnati, April, 1924.

FORTHMANN, J. A., Los Angeles Soap Co., April, 1922.

HANNA, GEORGE NESBIT, New York representative of Millville Bottle Works, April, 1922.

HUNT, FRANK L., president and treasurer of the Franklin Soap Co., Cincinnati, Ohio, April, 1915.

JENKS, ARTHUR EDMUNDS, Hanson-Jenks Co., perfumers, New York City, April, 1911.

JURGENSE, WILLIAM B. A., founder of W. B. A. Jurgens Co., extracts, etc., Brooklyn, N. Y., April, 1916.

KEOUGH, THOMAS L., vice-president Chicago Perfumery, Soap and Extract Association, and Western representative of W. J. Bush & Co., Inc., New York, April, 1918.

LEIGH, CHARLES N., manufacturing perfumer and chemist, New York City, April, 1916.

LOWE, WILLIAM, president of William Lowe Barbers' Supply Co., Des Moines, Iowa, April, 1916.

MASSEY, GEORGE, senior partner of Lanman & Kemp, toilet specialties, drugs, etc., New York, April, 1915.

MILLER, FRANKLIN K., founder of the Excelsior Soap Works, Reading, Pa., April, 1922.

MULLER, A. J. A., retired from perfumery, essential oil and soap trades, Beverly, N. J., April, 1916.

ROBINSON, ROSWELL R., retired soap manufacturer, Malden, Mass., April, 1923.

SCHMIDT, HERMAN B., president of the Twitchell Process Co., Cincinnati, Ohio, April, 1921.

SCHWARTZ, MICHAEL, vice-president of M. Werk Co., Cincinnati, Ohio, April, 1915.

SHEPARD, CYRUS GIDEON, superintendent of Colgate & Co.'s laundry soap department, Jersey City, April, 1922.

SICARD, HONORE, son of Pierre Sicard, olive oil producer, Cannes, France, April, 1919.

SMITH, GEORGE M., soaps, Montclair, N. J., April, 1911.

SMITH, ROWLAND H., president Alfred H. Smith Co., New York, U. S. representative, Kerkoff, Paris, April, 1920.

SPRINGER, ISADOR, retired from Imperial Metal Manufacturing Co., Long Island City, April, 1916.

STADLER, A. W., soaps, Cleveland, Ohio, April, 1913.

STICKLES, GEORGE, president of the Eastern Extract Co., Boston, Mass., April, 1915.

STILWELL, A. A., of A. A. Stilwell & Co., essential oils New York City, April, 1906.

TOMBAREL, JEAN HENRI MARIE, head of Tombarel Freres, Grasse, France, April, 1914.

WOODS, ROBERT L., of the American Extract and Supply Co., New York, April, 1918.

Milton B. Hood

Milton B. Hood, for many years in the perfume trade in Boston, died March 29 at his home in Melrose, Mass., where he had lived forty years. His death followed two months after that of his wife. A son and two daughters survive. Mr. Hood was a native of Worcester, Vt. He located in Boston when young and his first venture was in the dry goods trade. He reopened his dry goods business after being burned out in the great fire of 1872, but sold out and entered the perfume trade, manufacturing Hood's French cologne and other products. He retired from active business three years ago.

Obituary Notes

Henry T. Jarrett, for more than thirty years in charge of the New York office of the Mallinckrodt Chemical Works, of St. Louis, and for forty-three years in the service of that company, died March 16 at Nyack-on-the-Hudson, aged eighty years. Mr. Jarrett was one of the founders of the New York Drug and Chemical Club and for a long time was active in the chemical trade. He is survived by his wife and a son, Harry H. Jarrett.

B. A. Parsons, sales manager and for thirty years with Parke, Davis & Co., Detroit, died of pneumonia March 19, aged forty-nine years. He was a member of the Detroit Club and a Knight Templar. His wife, son and daughter survive.

Henry E. Gourd, for thirty years president of the French Chamber of Commerce of New York, died here March 19. He was in his sixty-ninth year.

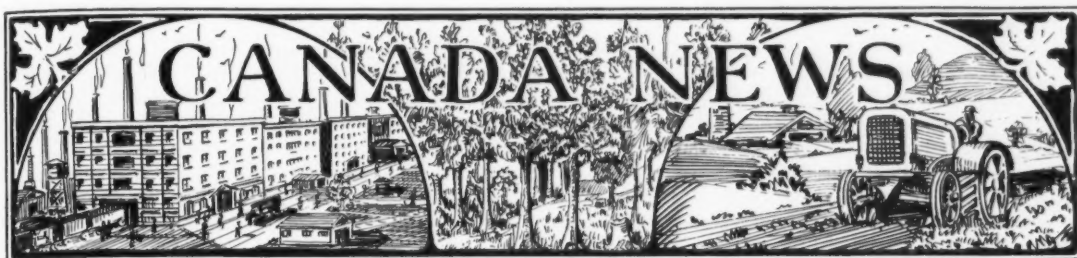
NEW INCORPORATIONS

NOTICE.—This department gives the addresses of incorporators, etc., available when published. Except in the incorporation of old firms the best way to communicate with a new company (unless its address is here printed) is to write to it in care of the attorneys or trust companies mentioned, with a "PLEASE FORWARD" request on the envelope. Letters or first class mail, so sent, would be likely to have quicker, though possibly not more courteous attention than requests to reply by letter to inquiries merely asking for the incorporators' addresses.

Vanity Fair Perfumes, Inc., Manhattan Borough, New York City, \$10,000, has been incorporated by Fannie Walhimer, 573 George street, New Haven, Conn.; Morris Walhimer, 23 East 17th street New York City, and Samuel P. Benjamin, Jr., 537 George street, New Haven, Conn.

Jersey Sales Corporation, 140 Market street, Paterson, N. J., cosmetics and perfumes, \$25,000; Paul Peltz, Hawthorne; Henry Steinman, Samuel Rachman and Joseph Lusher, all of 142 Harrison street, Paterson.

Neptune Manufacturing Co., devices for waving hair, \$100,000; W. L. Graham, Masontown, Pa., O. S. Wright, Dagmar A. Wright, Philadelphia. (United States Corporation Co.)



TORONTO

TORONTO, April 13.—There is a betterment in business conditions throughout the whole province of Ontario that augurs well for the coming season. A comparison month by month so far this year with the corresponding months of 1924 puts the first quarter of 1925 ahead of last year in actual sales, and a report issued by one of the big local department stores for the last holiday season places it among the very best ever enjoyed, from a profitable standpoint, in the history of the firm.

So much for general trade conditions. With soaps, perfumes and toilet articles present trade may be classed as "fair." So stated one of the large importing firms. Canadians have not yet developed a buying taste for Easter perfumes as they have around the Christmas season; flowers and sweets holding an increasingly large share of Easter and Spring presentation buying. The placing of orders for later shipments and delivery, however, is as big as last year.

A computation made by one of our perfume houses places the first half of the year as buying two-fifths, with the last six months taking the major portion of three-fifths.

The department stores are making a strong bid for the perfume and fancy soap business. The displays made of late by the Eaton and Simpson Companies in their windows indicate that these two firms do not mean to take any back seat with the drug or other trades that may in the past have been catering for this business. One at least of the large jewelry stores is also making a bid for this class of trade, and since the hair-bobbing of ladies has sent up the sale of safety razors to double figures, toilet goods are finding a place in the better sort of trinket shops.

One of the best show case companies, which also puts a line of barbers' supplies—and has done so for years—is Jones Bros. This firm since the hair-bobbing craze has come in has greatly extended its trade and clientele. In the past this firm sold show cases to druggist and toilet requisites to barbers. They have extended both lines now, and quite a number of incidental lines are sold through the drug trade as well.

The wholesale drug houses are feeling the competition of perfume houses in this specific line at least. While Montreal is the leading import centre for perfumes, Toronto has made a distinct advance towards getting an increase in the perfume and fancy soaps trade.

While retail drug stores feel keenly the cutting into their perfume business by other stores they say that the week before Easter was a good sales week. In most drug stores in Ontario, as with the drug stores across the line, Easter marks the informal spring opening and is looked forward to as marking the dividing line in which summer lines replace those occupying first place in the store in winter. Many of the down-town drug stores thus featured talcums in their window displays beside their compact cases and perfumes.

MONTREAL

MONTREAL, April 11.—Fairly encouraging business is reported in the Montreal perfumery trade for the last month. Among retailers a slight slowing up in some lines was attributed to the lenten season. The wholesale trade offers no complaint. Business is regular and satisfactory according to the majority of houses.

A move to put a stop to the growing evil of price cutting in the retail drug, perfumery and allied trades throughout the Dominion started with the arrival in Canada early in April of Sir William S. Glyn-Jones, secretary of the Pharmaceutical Society of Great Britain, and of the Proprietary Articles Trade Association of Great Britain, who has been invited to tour the Dominion lecturing to the Canadian trade on the evils of price cutting, and enlisting their co-operation in the formation of a nation-wide organization, which will include retailers, manufacturers and wholesalers, and which will combat the price cutting evil throughout the country.

In an interview, Sir William explained how in England, any vender of these products who started price-cutting is blacklisted by the manufacturers who belong to the association, and manufacturers and wholesalers alike refuse to supply that man until he returns to rational methods of doing business. This is an evil, he pointed out, which harms the wholesaler and the manufacturer, as well as the retailer.

A delegation of manufacturers of perfumes and other products which require them to keep considerable quantities of industrial alcohol in bond, waited on the Quebec Liquor Commission on April 8 to discuss and protest against the new tax of \$10 a year that the commission has recently imposed on all operators of bonded warehouses. At the same time, the delegation took the opportunity to protest against the tax of \$15 per shipment levied on importations by bonded warehouses of native wines. The commission gave them a good hearing and promised to consider the matters they had brought up.

The delegation was headed by T. H. Wardleworth, of the National Drug Co., who was accompanied by M. St. Alphonse, of W. J. Bush & Co.; P. J. Leduc, of Leduc & Leduc, Ltd.; J. A. Marceau, of G. A. Marceau, Ltd.; Sydney Lyman, of Lymans, Ltd., and J. H. Dickson, of the Laurentide Laboratories.

T. W. Smith, 142 Chateauguay street, A. S. Parker, 2409 Mance street, J. B. Walker, 10 Cathcart street, Frances Le Gassick, 183 Mance street, and Viola Sutcliffe, 859a Durocher avenue, Outremont, have been incorporated under provincial charter under the name of Oriental Chemical

Works, Ltd., to manufacture and deal in toilet articles, cosmetics, soaps, perfumes, glycerine, petroleum and other oils, and their by-products.

Damages of \$1,000 were awarded to the H. Clay Glover Co., Inc., by the Superior Court of Montreal against the Glover Co., of Canada, Ltd., of St. Johns, Que., for imitating the plaintiff's products and packages. The court held that certain chemical products sold by defendant resembled those of plaintiff, and that the wrappings and packages were also made like those of plaintiff. Defendant was enjoined to cease using the offending packages and wrappings.

Joseph L. Hayden, who has been employed by the National Drug Co. for fifty years and six months, has retired from active business, and was lately presented by his fellow workers with a club bag and a set of pipes, suitably engraved, along with their good wishes for happy years of retirement.

Mr. Hayden is in his 73rd year. He joined Evans Mercer & Co. in 1871, and remained with the successive reorganizations until 1906 when the firm was taken over by National Drug & Chemical Co., and he was taken over also.

TEMPERANCE GAINS IN WET QUEBEC

The *Western Druggist* in a recent issue printed the following compliment for Canada: "There are wets and there are dries. There are those who bless our prohibition amendment and those who curse it. No matter how you feel however, statistics in the Canadian province of Quebec, where there is scarcely any restriction on the sale of the 'cup that cheers,' show a steady decrease in intemperance. In 1920 there were 525 convictions for drunkenness in each 100,000 of the population in the Province. In 1922 there were 300; in 1923 the number was 265. This may mean either of two things, according to the way you look at it: That prohibition is not necessary to stamp out intemperance, or that Canadians know how to behave better than Americans."

Canada Rescinds New Dumping Regulation

An amendment to the dumping regulations providing that articles would be subject to severe penalty upon importation into Canada when the export or actual selling price to the Canadian importer is more than 5 per cent less than the appraised value has been withdrawn and the former wording stands. The new dumping clause was to have become effective on March 25, but the regulations in force prior to that date are restored.

Chinese Trade-Mark Law Time Extended

The Chinese Ministry of Agriculture and Commerce, charged with the execution of the Trade-Mark Law of China, has extended the period to June 30, 1925, within which trade-marks qualified according to the terms of article 4 of the trade-mark law can be registered. Article 4 of the Trade-Mark Law of China reads as follows:

"If a trade-mark has been used in good faith uninterruptedly for five years or more before this law comes into force, and the owner thereof applies for registration within six months thereafter, registration may be allowed free from the restrictions provided in section 5 of article 2 and in article 3; provided that, if the Bureau of Trade-Marks deems it necessary, it may require the form or the place of user, of the trade-mark to be modified or restricted."

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasizes the importance of proper patent and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we have instituted a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

247,444.—Cleansing composition, James Fafard, Grand Mère, Quebec.

247,465.—Collapsible container, Joseph Alfred Jourdin, Ottawa, Ontario.

247,468.—Vanity case, William G. Kendall, Newark, N. J.
247,653.—Toilet accessory, Margaret Elizabeth Davidson, Toronto, Ontario.

248,098.—Bottle sealing cap, David Anderson, Westminster, London, England.

248,113.—Vaporizing apparatus, James W. D'Arcy, Boston, Mass.

248,185.—Hair tonic, Louis St-Onge, Notre-Dame-du Lac, Quebec.

248,279.—Dredge top spice can, American Can Co., New York City, assignee of Leonard Michael, Brooklyn, N. Y.

248,318.—Emulsifying process and multi-stage emulsifier, De Laval Separator Co., New York City, assignee of Cyrus H. Hapgood, Nutley, N. J.

TRADE-MARKS REGISTERED IN CANADA

Silhouette of a woman's head, cosmetics, soap and other general toilet preparations, Armand Co., Des Moines, Iowa.
Bo-La, soap, Raoul Bellemare, St. Barnabé, County of Saint-Maurice, Que.

Petalia, combined with a human head, apparently a clown's head, complexion powders, Coral E. Bates, Borough of Manhattan, New York, N. Y.

Birchflower, compacts, vanities, etc., Gilbert & Co., Inc., Borough of Manhattan, New York, N. Y.

Parozone, bleaching, laundry and disinfecting preparations, Parozone Co., Limited, 203 Carntyne Road, Parkhead, Glasgow, Scotland.

Monogram of letters "S. & G." and two inverted retorts, enclosed in a triangle surrounded by laurel springs, chemicals, medicines and pharmaceutical preparations, Schering & Glatz, Inc., Borough of Manhattan, New York, N. Y.

Nelsine, hair color restorers, Nelsine Chemical Co., Chicago, Ill.

Griserie De Paris, Parfumerie Ferrat, perfumes and powders, J. A. Marceau, Limited, Montreal, Que.

Harva, hot water bottles, fountain syringes, air-cushions, etc., Julius Schmid, Inc., New York, N. Y.

Zanzibar-Brand, flavorings, spices and seasonings, B. Heller & Co., Chicago, Illinois.

Nabob, soaps of all kinds, Kelly, Douglas & Co., Limited, Vancouver, British Columbia.

Seely's Hawaiian Toiletine, toilet preparations of all kinds, Seely Manufacturing Co., Ltd., Windsor, Ontario.

Big 60, soap, Royal Crown Soaps, Ltd., Winnipeg, Man.

Parfumerie Jardin Fleuri, poudres de toilettes, rouge, parfums, cold cream, etc., Joseph Henri Adalbert Bernard, Grand Mère, Quebec.

Palmambrey, perfume product, Palmambrey Co., Montreal.
Philips Soap Krumlets, London Soap Co., Ltd., London, Ont.


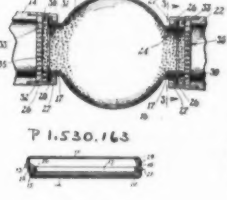

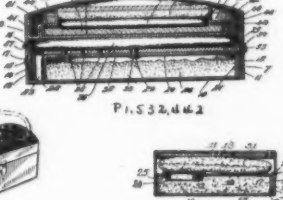
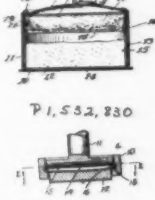

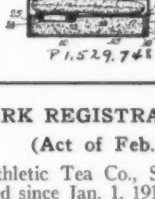
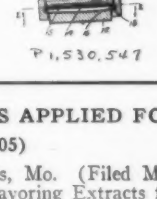
Eonia Californian Poppy and J. & E. Atkinson, London, perfumery, toilet articles, preparations for the teeth and hair, etc., J. & E. Atkinson, Ltd., 24 Old Bond street, London W., and Eonia Works, Southwark Park Road, London, S. E., England.

Vanille and monogram AC, aromatic and chemical products, Etablissements Antoine Chiris, Paris, France.

TRADE MARKS

| | | | | | | | | |
|--|--|------------------------------------|-----------------------------------|--------------------------------|--|--|--|--|
|  170,331 |  164,487 | Cielle 264,415 | RENO PERFECTION 137,138 | GRESCO 194,467 |  201,273 |  197,585 |  194,979 |  194,981 |
|  M 194,772 |  201,623 | GRASSEFLEUR 246,338 | HOBIDA 193,504 | JACKSON PARK 200,133 | ORIGAN 208,226 | SAL-ORIS 210,013 |  194,976 |  M 194,561 |
|  202,359 |  191,407 | BENZONA 209,929 | JACKSON PARK 200,133 | DOMINO HOUSE 165,770 | AZUR NUIT 209,261 | LA CARMELA 204,497 |  194,976 |  202,420 |
|  204,825 |  206,491 | MERVEILLE 206,540 | LIABASCO 204,414 | WHITE TEMPLE 205,842 | BEAUTY TINT M 194,767 | FOR OESA 205,733 |  194,976 |  202,576 |
|  207,750 |  208,499 | DOMINO HOUSE 164,887 | ROZERO 201,773 | ORIENTAL TAR 207,107 | HEALODERM 209,747 | AADCO G 208,629 |  204,900 |  208,642 |
|  207,274 |  207,398 | SILVER-ILE 191,407 | TEX KREME 205,771 | TRIOZONE 209,840 | TRI-DENT 208,331 | RUMMELLA 208,115 |  204,900 |  208,642 |
|  209,910 |  209,443 | BEWILDA 207,412 | GERANIOL 204,117 | RAMACO 208,841 | SOUPIRS D'AMOUR 208,331 | DELO 208,900 |  204,900 |  208,642 |
|  207,750 |  207,398 | FLEUR DE PASSION 209,736 | EUGENOL 205,256 | CAPURINO 210,132 | SOUVIENS-TOI 208,342 | KO-KO-FOAM 194,839 |  204,900 |  208,642 |
|  207,274 |  207,398 | SECRET 208,677 | PEACE WATER 209,813 | FANETTE 207,254 | BRUNEX 208,871 | TRU-WHITE 209,657 |  204,900 |  208,642 |
|  209,910 |  209,443 | SUDERMA 207,398 | CLARO DENTIS 201,279 | AUTO-SAN 208,908 | BRUNEX 208,871 | Tagrow 209,170 |  204,900 |  208,642 |
|  207,274 |  209,443 | LE DEBUT 209,169 | LE DEBUT 209,478 | B. & E. 209,616 | BRUNEX 208,871 | Curlewave 209,273 |  204,900 |  208,642 |

PATENTS

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|--|--|--|--|--|
|  D 66,840 |  P 1,530,163 |  D 66,896 |  P 1,532,442 |  P 1,532,830 |
|  P 1,531,953 |  P 1,529,748 |  P 1,530,547 | | |

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "P."

Designs patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905)

164,481.—Athletic Tea Co., St. Louis, Mo. (Filed May 25, 1922. Used since Jan. 1, 1910.)—Flavoring Extracts for Food Purposes.

164,837.—Marguerite Sullivan, doing business as Domino House, Philadelphia, Pa., assignor to Eugene J. Reefer, and said Marguerite Sullivan, co-partners, doing business as Domino House, Philadelphia, Pa. (Filed June 2, 1922. Used since Jan. 31, 1922.)—Complexion Clay.

165,770.—Marguerite Sullivan, doing business as Domino House, Philadelphia, Pa., assignor to Eugene J. Reefer, and said Marguerite Sullivan, co-partners, trading as Domino House, Philadelphia, Pa. (Filed June 20, 1922. Used since Feb. 1, 1922.)—Soaps—Namely, Soaps in Cake, Powder and Liquid Form.

170,331.—G. F. Lessenhop & Sons, Inc., Lincoln, Nebr. (Filed Oct. 5, 1922. Used since Oct. 21, 1921.)—Scrubbing Powders.

181,921.—Maude C. Thomas, Boston, Mass. (Filed June 12, 1923. Used since Jan. 2, 1923.)—Hair Restorer and Tonic.

187,135.—Mack Million Scott, doing business as Scott's Specialty Mfg. Co., Mansfield, Ohio. (Filed Oct. 17, 1923. Used since Nov. 10, 1922.)—Washing Compound.

190,407.—Grennan Cake Corporation now by change of name Grennan Bakeries, Incorporated, Detroit, Mich. (Filed Jan. 4, 1924. Used since November, 1921.)—Food-Flavoring Extracts.

192,504.—St. Louis Coffee & Spice Mills, St. Louis, Mo. (Filed Feb. 18, 1924. Used since June 1, 1915.)—Food Flavoring Extracts.

193,827.—Guilmont & Peters, Chicago, Ill. (Filed March 15, 1924. Used since Oct. 1, 1913.)—Curling Fluid Depilatory, Whitener, Cuticle Compound, Hand Lotion, Astringent, Freckle Lotion, and Hair-Waving Fluid.

194,033.—Ukemco Corporation, New York, N. Y. (Filed March 18, 1924. Used since Oct. 1, 1923.)—Shampoo Preparation.

196,976, 196,980, 196,983.—Societe Worth, Paris, France, assignor to Franklin Simon & Co., New York, N. Y., a Corporation of New York. (Filed May 13, 1924. Used since March 10, 1924.)—Perfumes and Hygienic Products—Namely, Bath Salts, Astringents, Cold Creams, Compacts, Face Packs, Shampoos, Talcum Powders, Eyedrops, Toilet Waters, Smelling Salts, Aromatic Vinegars, Skin Creams, Face Powders, Rouges, Skin Bleaches, Lip Sticks, Eyebrow Pencils, Beauty Clay, Vanishing Creams, Sachets, Facial Paints, and Hair, Face and Hand and Foot Lotions.

196,979.—Societe Worth, Paris, France, assignor to Franklin Simon & Co., New York, N. Y., a Corporation of New York. (Filed May 13, 1924. Used since March 10, 1924.)—Perfumes and Hygienic Products—Namely, Bath Salts, Astringents, Cold Creams, Face Packs, Compacts, Shampoos, Talcum Powders, Skin Creams, Eyedrops, Toilet Waters, Smelling Salts, Aromatic Vinegars, Face Powders, Rouges, Skin Bleaches, Lip Sticks, Eyebrow Pencils, Compacts, Beauty Clay, Vanishing Creams, Sachets, Facial Paints, and Hair, Face, Hand and Foot Lotions.

197,407.—American Silverile Products Corporation, Portland, Ore. (Filed May 22, 1924. Used since June 1, 1917.)—Powdered Soap for Use of Mechanics and Tradesmen, Household Cleanser, and Carpet Cleanser.

197,585.—Colgate & Company, Jersey City, N. J., and New York, N. Y. (Filed May 26, 1924. Used since Jan. 1, 1911.)—Shaving Soap and Shaving Sticks.

198,591.—Societe Anonyme des Etablissements Rouzaud "A La Marquise de Sevigne" Chocolat de Royat, Royat-les-Bains, France. (Filed June 14, 1924. Used since June 3, 1904.)—Pastes, Powders, and Liquids for Beautifying the Teeth, Skin, and Hair, and Perfumery.

201,623.—Perfumeria Gal Sociedad Anonima, Madrid, Spain. (Filed Aug. 19, 1924. Used since March, 1923.)—Toilet Powders, Toilet Extracts, Hair Lotions, Toilet Waters, Shampoo, Hair Fixative, Bandoline, Brilliantine, Perfumed Hair Oil, Viring Skin Emulsion, Cold Cream, Complexion Cream, Almond Paste for the Hands, Toilet Ammonia, Bath Salts, Dentifrices, and eau de Cologne.

202,339.—"La Rosario" (S. A. Company, Limited, Santander, Spain). (Filed Sept. 9, 1924. Used since 1889.)—Shaving and Toilet Soaps.

202,420.—Societe Worth, Paris, France, assignor to Franklin Simon & Co., New York, N. Y., a Corporation of New York. (Filed Sept. 9, 1924. Used since July 8, 1924.)—Perfumes and Hygienic Products—Namely, Bath Salts, Astringents, Cold Cream Compacts, Face Packs, Shampoos, Skin Creams, Talcum Powders, Toilet Waters, Face Powders, Rouges, Skin Bleaches, Lip Sticks, Eyebrow Pencils, Beauty Clay, Vanishing Creams, Sachets, Facial Paints, and Hair, Face, Hand, and Foot Lotions.

202,893.—Purveyor Grocer Company, Jonesboro, Ark. (Filed Sept. 22, 1924. Used since February, 1916.)—Food-Flavoring Extracts.

203,609.—D. C. Smith, Kane, Pa. (Filed Oct. 8, 1924. Used since Aug. 10, 1923.)—Hair Grower.

204,497.—Nemesio Lopez Caro & Jose Luis Conde Perez, Buenos Aires, Argentina. (Filed Oct. 28, 1924. Used since 1921.)—Perfumes, Toilet Waters, Rouges, Compacts, Toilet Powders, Lip Sticks, Hair and Skin Lotions, Face Packs,

Beauty Clay, Cold Creams, Face Creams, Eyebrow Pencils, Facial Paints, Sachets, and Bath Salts.

204,900.—E. Fougere & Co., Inc., New York, N. Y. (Filed Nov. 6, 1924. Used since 1913.)—Pastes and Powders for Beautifying and Preserving the Teeth, Skin, and Hair, and for Perfumery.

205,499.—Ukemco Corporation, doing business as Gibson-Howell Company, Inc., New York, N. Y. (Filed Nov. 18, 1924. Used since Jan. 15, 1924.)—Cold Cream, Hair Tonic, and Dandruff Remedy.

205,697.—Benno Jankel, doing business as Jankel Parfumeur, New York, N. Y. (Filed Nov. 22, 1924. Used since Nov. 19, 1924.)—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powder, Nail Polishes, Deodorizing Preparations, and Sachet Powder.

205,984.—F. M. Ballard, doing business as Simplex Soap Mfg. Company, Santa Barbara, Calif. (Filed Nov. 29, 1924. Used since Sept. 15, 1924.)—Soap.

206,415.—Benjamin W. Langman, Los Angeles, Calif. (Filed Dec. 8, 1924. Used since Aug. 1, 1924.)—Shampoo, Face Lotion, Bath Crystals, Tooth Paste, Hair Dressing, Talcum Powder, Rose and Glycerin Jelly, Bay Rum, Hair Dye, Liquid Face Powder, Hair Tonic, Astringent Lotion, Vegetal, Freckle Cream, Skin Bleach, Nail White, Tissue Builder, Massage Cream, Brilliantine, Cuticle Cream, Beautifier, Face Cream and Foundation Cream.

206,525.—Houbigant, Inc., New York, N. Y. (Filed Dec. 10, 1924. Used since September, 1911.)—Perfumes and Toilet Waters.

206,539.—Pierre Lemoine et Cie., Inc., New York, N. Y. (Filed Dec. 10, 1924. Used since Sept. 15, 1923.)—Essential and Flower Oil Compounds Thereof.

206,540.—Pierre Lemoine et Cie., Inc., New York, N. Y. (Filed Dec. 10, 1924. Used since March 20, 1921.)—Essential and Flower Oil Compounds Thereof.

206,591.—Elizabeth C. Pinnix, doing business as Madam Elizabeth C. Pinnix, Burlington, N. C. (Filed Dec. 11, 1924. Used since May 1, 1923.)—Hair Grower and Compound for Eczema, Tetter, Falling and Split Hair of the Scalp.

206,780.—Dorothy Gray, New York, N. Y. (Filed Dec. 16, 1924. Used since Aug. 15, 1924.)—Face Powder, Talcum Powder, Astringent Creams, Bleach Creams, Reducing Creams, Tissue Creams, Depilatories, Skin Tonic, Muscle Oil, Pore Paste, Pore Lotion, Rouges, Hair Tonic, Shampoo Paste, Dandruff Ointment, Eyebrow and Eyelash Grower, Eye Drops, Eye Lotion, Hand Lotion, Sulphur Lotion, Circulation Ointment, Reducing Salts, and Bath Crystals.

206,897.—Peggy Hoyt, Inc., New York, N. Y. (Filed Dec. 18, 1924. Used since 1915.)—Perfume, Toilet Water, Cold Cream, Face Powder, Talcum Powder, and Sachet Powder.

207,107.—Swift and Company, Chicago, Ill. (Filed Dec. 22, 1924. Used since Jan. 1, 1909.)—Soap.

207,254.—J. Notovitz, Inc., Chicago, Ill. (Filed Dec. 26, 1924. Used since June 26, 1923.)—Rouges, Face Powders, and Lip Sticks.

207,398.—Julius O. E. Neven, Brooklyn, N. Y. (Filed Dec. 29, 1924. Used since Nov. 15, 1904.)—Preparation for the Treatment and Prevention of Chapped Hands and Lips, Sunburn, and all Roughness of the Skin.

207,542.—Dr. M. Albersheim, Frankfurt-on-the-Main, Germany. (Filed Jan. 2, 1925. Used since July 28, 1906.)—Soaps.

207,612.—Beems and Williamson, doing business as Bewilda Products Co., Los Angeles, Calif. (Filed Jan. 3, 1925. Used since Nov. 29, 1924.)—Hair Tonic.

207,750.—Meyers Corporation, Inc., Mandan, N. Dak. (Filed Jan. 6, 1925. Used since Aug. 3, 1919.)—Lotion for the Skin and Complexion.

207,773.—Arlington Mfg. Co., Clarendon, Va. (Filed Jan. 7, 1925. Used since Jan. 6, 1925.)—Lotion for Chapped Hands and Face.

207,871.—Melaire F. Jaeger, doing business as Physicians Supplies, New York, N. Y. (Filed Jan. 9, 1925. Used since November, 1924.)—Cleansing and Massage Cream.

208,029.—Agee Drug Company, Silver City, N. Mex. (Filed Jan. 13, 1925. Used since Nov. 28, 1920.)—Lotion or Cosmetic Known as "Agees Quince and Almond Cream."

208,041.—Cheramy, Inc., New York, N. Y. (Filed Jan.

13, 1925. Used since Dec. 15, 1924.)—Perfume, Toilet Water, Vegetal, Eau de Cologne, Sachet, Dusting Powder, Talcum Powder, Face Powder, Brilliantine, Bath Sales, Cold Cream, Rouge, and Skin Lotion.

208,042.—Cheramy, Inc., New York, N. Y. (Filed Jan. 13, 1925. Used since Dec. 30, 1924.)—Perfumes, Toilet Water, Face Powder, Talcum Powder, Lotion for the Skin and Hair, Eau de Cologne, Brilliantine, Face Cream, Rouge, Bath Salts, Sachet, and Dusting Powder.

208,113.—Southern Beverage Company, Galveston, Tex. (Filed Jan. 14, 1925. Used since Aug. 14, 1924.)—Flavors for Foods.

208,117.—The A. M. Todd Company, Kalamazoo, Mich. (Filed Jan. 14, 1925. Used since July 12, 1924.)—Synthetic-Perfume Base.

208,154.—William A. Matlock, St. Louis, Mo. (Filed Jan. 15, 1925. Used since Oct. 28, 1924.)—Hair Preparation.

208,226.—Coty, Inc., Wilmington, Del., and New York, N. Y. (Filed Jan. 17, 1925. Used since 1909.)—Perfumes, Toilet Water, Face Powder, and Rouge.

208,272.—Luigi Attanasio, doing business as Venetian Laboratories, Bronx, N. Y. (Filed Jan. 19, 1925. Used since Jan. 1, 1925.)—Hair Tonic.

208,446.—Charles Ammen Company, Ltd., Alexandria, La. (Filed Jan. 22, 1925. Used since April 15, 1905.)—Baby Powder.

208,574.—Charles H. Dent, doing business as Dent Chemical Company, Grand Rapids, Mich. (Filed Jan. 24, 1925. Used since March 14, 1924.)—Toilet Waters, Perfumes, and Creams.

208,839.—The Associated Professions, Inc., New York, N. Y. (Filed Jan. 30, 1925. Used since Nov. 10, 1923.)—Dental Cream.

208,840.—The Associated Professions, Inc., New York, N. Y. (Filed Jan. 30, 1925. Used since 1912.)—Liquid Dentrifrice or Antiseptic Liquid Preparation.

208,841.—Harry Baller, doing business as Ray Manufacturing Company, New York, N. Y. (Filed Jan. 30, 1925. Used since 1910.)—Cosmetics: Toilet and Dermatological Preparations—Namely, Toilet Creams, Medicated Cream for the Skin, Skin Balm, Astringent Lotion, Benzoin Lotion, Mud Pack, Bleach Pack, Face Powder, Liquid Face Powder, Skin Whiteners, Toilet Water, Perfume, Depilatory Wax, Deodorants, Hair Tonic, Scalp Ointment, Sulphur Salve, Tar Salve for Dandruff, Shampoos, Henna Rinse, Coconut Oil for Shampoos, Henna Preparations, Hair-Curling Fluid, Brilliantine, Lip Sticks, Eyebrow Pencils, Rouge and Rouge Compacts, Astringent Benzoin, Oil for Treatment of the Hair, Nail Polish, Nail White, Nail Powder, Nail Tint, and Nail Cuticle Preparations.

208,871.—Roure-Bertrand Fils, Inc., New York, N. Y. (Filed Jan. 30, 1925. Used since May 4, 1923.)—Concentrated Natural Flower Oils, Concentrated Natural Flower Essences, and Concentrated Natural Flower Extracts.

208,900.—Delclare Products Corporation of California, San Francisco, Calif. (Filed Jan. 31, 1925. Used since Jan. 5, 1924.)—Soap.

209,165.—Richard Hudnut, New York, N. Y. (Filed Feb. 6, 1925. Used since Jan. 22, 1925.)—Face Powders, Talcs, Bath Salts, Sachets, Tooth Powders, Almond Meal, Toilet Waters, Headache Colognes, Smelling Salts, Vanishing Creams, Cold Creams, Tooth Pastes, Perfumes, Lip Rouge, Bath Powders, Toilet Cerate, and Skin and Tissue Creams.

209,170.—Agnes McTague, doing business as McTague Laboratories and McTague Institute, Cleveland, Ohio. (Filed Feb. 6, 1925. Used since Aug. 21, 1924.)—Preparations for Treating the Scalp and Hair.

209,239, 209,141, 209,242.—Parfumerie Rigaud, Inc., New York, N. Y. (Filed Feb. 7, 1925. Used since Jan. 31, 1925.)—Perfume, Toilet Water, Face Powder, Face Cream, and Talcum Powder.

209,259.—Harry M. Williamson, Denver, Colo. (Filed Feb. 7, 1925. Used since Jan. 29, 1925.)—Facial Creams.

209,273.—The Bizzoni Process Co., Inc., Long Island City, N. Y. (Filed Feb. 9, 1925. Used since Dec. 29, 1924.)—Chemical Preparation for Waving or Curling of the Hair.

209,274.—Bourday, Inc., New York, N. Y. (Filed Feb. 9, 1925. Used since Sept. 12, 1924.)—Perfumes.

209,286.—Eugene, Ltd., New York, N. Y. (Filed Feb. 9, 1925. Used since Jan. 9, 1925.)—Preparations in Liquid

or Solid Form to be used in the Permanent Waving of the Hair.

209,478.—Richard Hudnut, New York, N. Y. (Filed Feb. 12, 1925. Used since Jan. 22, 1925.)—Soap.

209,483.—Los Angeles Barber Supply Co., Inc., Los Angeles, Calif. (Filed Feb. 12, 1925. Used since 1912.)—Toilet Water, Scalp Pomade, Peroxide of Hydrogen, Shampoo, Bay Rum, Massage Cream, Hair Tonic, Skin Cream, and Hair Oil.

209,484.—Los Angeles Barber Supply Co., Inc., Los Angeles, Calif. (Filed Feb. 12, 1925. Used since 1912.)—Toilet Water, Scalp Pomade, Peroxide of Hydrogen, Shampoo, Bay Rum, Massage Cream, Hair Tonic, Skin Cream, and Hair Oil.

209,529.—Chas. H. Clark, Philadelphia, Pa. (Filed Feb. 13, 1925. Used since 1875.)—Skin Lotions.

209,614.—Blaesser & Eshleman, Paulina, Iowa. (Filed Feb. 16, 1925. Used since Nov. 1, 1916.)—Lotion for the Hands and Face.

209,657.—B. Heller & Company, Chicago, Ill. (Filed Feb. 16, 1925. Used since Feb. 2, 1925.)—Washing Powder.

209,715.—Societe Worth, Paris, France. (Filed Feb. 16, 1925. Used since Oct. 7, 1924.)—Soaps.

209,733.—Lotus Bud Company, Inc., New York, N. Y. (Filed Feb. 17, 1925. Used since Feb. 9, 1925.)—Soap in Paste or Liquid Form.

209,736.—Maryon De Foe, Inc., New York, N. Y. (Filed Feb. 17, 1925. Used since Feb. 9, 1925.)—Perfumes and Toilet Waters.

209,762.—Frederic C. Aubrey, Albany, N. Y. (Filed Feb. 18, 1925. Used since Aug. 15, 1924.)—Preparation for Cleaning Teeth.

209,767.—Anna Mary Blake, doing business as Healoderm Laboratories, Fayetteville, N. C. (Filed Feb. 18, 1925. Used since Jan. 31, 1925.)—Face Powders, Face Creams, Rouges, Toilet Waters, Perfumes, Hair Tonics, Hair Oils, Hair Removers, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Sachet Powders, Talcum Powders, and Antiseptics.

209,787.—Guaranteed Products Corporation, New York, N. Y. (Filed Feb. 18, 1925. Used since September, 1924.)—Shampoo.

209,842.—Great Western Products Co., Santa Cruz, Calif. (Filed Feb. 19, 1925. Used since Dec. 1, 1924.)—Washing Powder.

209,856.—The Mennen Company, Newark, N. J. (Filed Feb. 19, 1925. Used since Dec. 22, 1924.)—Talcum Powder.

209,878.—Stein and Blaine, New York, N. Y. (Filed Feb. 19, 1925. Used since Jan. 15, 1925.)—Perfumes.

209,910.—Gold Dust Corporation, Jersey City, N. J. (Filed Feb. 20, 1925. Under ten-year Proviso. Used since June 5, 1887.)—Washing Powders.

209,988.—Huntington Laboratories, Inc., Huntington, Ind. (Filed Feb. 21, 1925. Used since Aug. 2, 1925.)—Soap.

210,013.—Sal-Oris Chemical Co., Minneapolis, Minn. (Filed Feb. 21, 1925. Used since March 1, 1922.)—Powder Mouth Wash.

210,130.—Morana Incorporated, New York, N. Y. (Filed Feb. 25, 1925. Used since Feb. 13, 1925.)—Aromatic Compounds Suitable for Perfumery Purposes.

210,132.—Maurice Murphy, doing business as Murphy Remedies Company, Pittsburgh, Pa. (Filed Feb. 25, 1925. Used since Nov. 1, 1924.)—Hair Tonic.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Feb. 20, 1905)

(These Registrations are not Subject to Opposition)

196,557.—Charles Meyer, doing business as Atlantic Laboratories, Kansas City, Mo. (Filed Nov. 6, 1924. Serial No. 204,921. Used since July, 1921.)—A Hair Preservative and to Add Luster to the Hair.

196,561.—Harry H. Fritch, doing business as Fritch Laboratories, Chicago, Ill. (Filed Nov. 28, 1924. Serial No. 205,916. Used since Feb. 1, 1924.)—Soap.

196,575.—J. G. Mouson & Co., Frankfort-on-the-Main, Germany. (Filed Oct. 4, 1924. Serial No. 203,423. Used not less than one year.)—Shaving Soap and Toilet Soap.

196,767.—Fred W. Gushurst, doing business as Lorraine Company, Denver, Colo. (Filed Jan. 5, 1925. Serial No.

207,675. Used since October, 1917.)—Lip and Face Rouges. 195,772.—Swift and Company, Chicago, Ill. (Filed Dec. 22, 1924. Serial No. 207,106. Used since Jan. 1, 1909.)—Soap.

INTERNATIONAL TRADE-MARK REGISTRATION

(Act of Mar. 19, 1920)

196,779.—International registration No. 1,047 of January 12, 1925. Registered in Cuba on June 13, 1923, No. 38,568. Proprietor: Thomas F. Turull Y Compania. Address: Muralla No. 2, Habana, Cuba.—Soaps.

DESIGNS PATENTED

66,840.—Powder Puff. Thelma E. Crumly, St. Louis, Mo. Filed Sept. 8, 1924. Serial No. 10,700. Term of patent 7 years.

66,986.—Vanity Case. Jacob Ritter, New York, N. Y. Filed Mar. 15, 1923. Serial No. 5,480. Term of patent 3½ years.

PATENTS GRANTED

1,529,748.—Vanity Case. Robert F. Morenus, Chicago, Ill., assignor to Nelda M. Hilker, Racine, Wis. Filed July 19, 1924. Serial No. 726,926. 13 Claims. (Cl. 132-83.)

1. An article of the character described including a case, a partition therein dividing the case into a closed and an open compartment, said partition having an opening forming a fill opening for the closed compartment, a closure for said opening, the said fill opening and the closure therefore being disposed entirely within the said case, there being a dispensing opening through the wall of the case for material in the closed compartment, and a closure for the case.

1,530,163.—Water Filter. Carmine Forlenza, Yonkers, N. Y. Filed May 6, 1924. Serial No. 711,310. 3 Claims. (Cl. 210-86.)

1. A filter for water faucets comprising a hollow globular member having diminished necks at each end formed with radially projected flanges, said flanges having alternating notches and pockets therein, coupler rings adapted to engage over said flanges at one end, and having radially intumed lugs adapted to engage in the said pockets said rings having their opposite ends screw-threaded to connect to the faucet body and a discharge spout respectively, and means for clamping said lugs in said pockets to rigidly secure the said coupler rings to the said globular member.

1,530,547.—Powder Puff and Method of Making Same. Aldo Curioni, New Rochelle, N. Y. Filed Sept. 22, 1924. Serial No. 739,178. 7 Claims. (Cl. 132-78.5.)

1. In the art of making a powder puff, those steps which consist in turning the edge of a disc of pile fabric so as to provide said disc with a continuous intumed edge, the pile fibres of said disc being allowed to remain continuous up to the line on which said disc is intumed, and then cementing the intumed edge under pressure by means of a flexible cement into a position in which it is substantially parallel to the main body of the disc.

1,531,953.—Vanity Case. William G. Kendall, Newark, N. J. Filed March 5, 1924. Serial No. 697,091. 1 Claim. (Cl. 206-37.)

In a vanity case, a box body, a cover hingedly connected thereto, a strap extending across the body, said strap being pivotally connected to the hinge of the box body and cover, a compact carrier in the body clamped therein by the end portions of the strap, an upwardly-extending substantially right-angular end portion on said strap at the end opposite to the end connected to the hinge, a plurality of spaced projections carried by said upwardly projecting end portion and extending forwardly thereof, a depression in the cover adapted to receive the uppermost projection to retain the cover in closed position, and an opening provided in the box and adapted to receive the lowermost projection, which lowermost projection provides a thumb-piece operable from the front of the box to release the uppermost projection from its recess to permit of movement of the cover about its pivotal point.

1,532,442.—Compact Container. Albert G. Saart, Attleboro, Mass., assignor to Saart Brothers Company, a Corporation of Rhode Island. Filed Jan. 19, 1924. Serial No. 687,175. 3 Claims. (Cl. 132-83.)

1. In a container of the type set forth, two hollow cover sections pivotally connected to each other, a mirror member pivotally supported between said sections, a powder-retaining member extending transversely of the one section and having an indentation, and a resilient locking member on the same section movable into said indentation.

1,532,830.—Container. Joseph A. Marceau, Montreal, Quebec, Canada. Filed March 28, 1924. Serial No. 702,595. 4 Claims. (Cl. 132-82.)

1. In a container, in combination, a bottom member having upwardly extended sides, a removable sifting member having a foraminous top and sides abuttable upon the bottom capable of placement within the bottom member and a top member having downwardly extended sides capable of abutment upon the sifting member when the top member is placed within the sides of the bottom member, a space being formed between the top member and the sifting member.

WHY DOES EVERYBODY RUSH AT SAME TIME EVERY DAY?

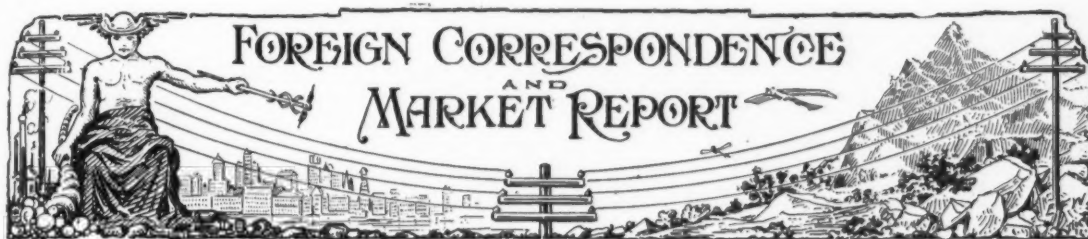
Fred Kelly, in his "Human Nature in Business" department in the *Nation's Business*, has an interesting commentary on conditions governing employers and employees in regard to working hours, eating periods and provision for obtaining more effective results from workers who require quiet and an absence of interference to work out problems that can best be done without diversion of their thought from the main subject. Mr. Kelly's observations naturally do not apply to large factory forces, but affect office and professional persons. What he says anyway is worth reading as a sidelight on the tendency of the present times to produce "lost motion" and waste of time under the guise of "efficiency," which unfortunate word now travels masked by other synonyms. Mr. Kelly says:

"One morning I happened to be up early and went to a lunch-counter restaurant for breakfast at about 8:40. The place was so crowded I couldn't get near the counter. But only fifteen minutes later the rush was over and there were seats to spare. Which made me think that one of the silliest things about us human beings is our habit of all trying to be at the same place at the same time.

"*Why shouldn't there be more scattering of hours of eating and hours of labor? Why must so many reach their offices at about 9 o'clock? Why should not subway and street-car rush hours be more divided? Not long ago I walked at 2 a. m. along a famous thoroughfare that a few hours earlier was bedlam. The street was quiet and delightful. I felt as if I should like to sleep all day when everybody else is getting in one another's way and do my moving about at night, when others are asleep. Why not? Why couldn't more work be done at night? Half the men who go to offices at a certain hour do so only because the boss hasn't enough imagination to recognize that it isn't really necessary.*

"The chief statistician for a big institution tells me that when he occasionally takes a day off and works at his place in the country he is twice as useful to his employers as if he were at the office. Because he is in a quiet spot, free from interruption, he naturally accomplishes more work and his employers get the benefit. But if he were to ask for the privilege of doing all his work at home he undoubtedly would be regarded as a shirk. His employers like to know that he is at a certain desk in the main office. *Because it is necessary for a few people to do their work at the office, the boss fails to recognize that it is not equally essential for everybody.*

"What a lot of lost motion may be traced to following rules and customs—to doing what is generally considered the proper thing!"



AUSTRIA

SOAP IMPORTS—Effective as of March 1, an import license for soaps is no longer required.

BRITISH INDIA

EXPORTS OF OIL—Consul General Alexander W. Weddell, at Calcutta, reports the following declared exports from British India to the United States for the two years last available: Sandalwood oil, 1922, \$17,929; 1923, \$5,882. Lemon grass oil, 1922, \$104,701; 1923, \$29,113. Rose oil, 1922, \$8,538; 1923, \$7,549. Coconut oil, 1922, \$134,922; 1923, \$70,798.

CUBA

NEW INVOICE REQUIREMENT INDEFINITELY POSTPONED.—The Cuban Secretary of State has given informal assurances that the Cuban consular officials in the United States are being instructed not to enforce for the present the new requirement, which was to be put into operation at the end of February, whereby shipments of goods subject to ad valorem duties were to be accompanied by the original manufacturer's invoice.

ENGLAND

PERFUMERY SPIRIT DUTY—The troubles of the English manufacturers of perfumery in relation to the duty on alcohol and the need for a reduction in rate has been taken up by the Perfumery Manufacturers' Section of the London Chamber of Commerce and deputations have visited the various officials who can aid in providing relief. It is represented by the deputation that due to the excessive duty there has been a serious decrease in the sale of British perfumery and a remarkable increase of purchases by the English public of perfumery manufactured in foreign countries.

Commander Williams asked the Chancellor of the Exchequer, on March 17, if he has had his attention drawn to the loss of spirit in the manufacture of perfume, and that this loss places the British producer at a serious disadvantage in competition with the foreigner; and if he proposes to take any action to remedy this anomaly?

Mr. Guinness: Taken on the average, the import duty appears to have a distinctly protective element, and I am not therefore satisfied that the British producer is placed at the disadvantage suggested in the question.

The decision of the Chancellor is expected soon.

FRANCE

AMERICA IN FRENCH EXHIBIT—Paris has been informed that the United States will be officially represented at the International Grenoble Exposition, which will open on May

(Continued on Page 110)

THE MARKETS

Essential Oils, Aromatic Chemicals, Etc.

The course of business since our review of last month has been far from as satisfactory as it might have been. Actual business has been limited and the expectations of dealers, importers, and manufacturers that business during March and the early part of April would be good, have failed dismally of realization. There has been a steady small quantity trade which has covered the general list of items fairly well. Important business or large trading in any of the principal items on the list has been conspicuously lacking.

The price situation, has, at the same time, been reasonably steady throughout the period under review. There has been nothing to indicate that business was poor in the general course of prices and while declines have outnumbered advances considerably, the reductions have, for the most part, originated in and been confined to items which were undeniably somewhat inflated. Price conditions are healthy enough. Stocks are moderate throughout the list and present values, save on a few items seen fairly based upon natural conditions in the industry and trade. All that is required to bring about a firm market is buying. That has been poor and the immediate outlook cannot be said to be particularly bright.

Most important, from the standpoint of the general trend of the industry was the sharp reduction in the prices of artificial sassafras oil and safrol, which were named on the first of April by leading domestic manufacturers. The reductions which cut prices down fully 30 per cent on these two items were occasioned by cabled advices from Germany offering these products at prices far below the levels at which domestic goods had been selling. Domestic makers, to protect the industry dropped prices to levels which seem to be productive of little profit to themselves. It is still an open question whether the cuts have been sufficient to shut out the competition of the imported materials.

While the full discussion of this development falls naturally into the realm of synthetics and is taken up more thoroughly in that section of this review, it is not amiss to state that the same condition may easily happen to several other products which compete directly with essential oils of natural origin.

Weakness developed late last month in the citrus group and prices on lemon, orange and bergamot are lower now. The speculative activity in Italy and short covering there to which we alluded in our March review have apparently run their course. Shipment prices on citrus oils are still high but there is now a tendency to offer freely and the end of the squeeze which drove lemon above a dollar for the first time in some years has apparently been reached.

Turning to the mint group, which featured our reviews for several recent months, it may be said that spot prices on mint oils have softened materially. The weakness has

been due, not to any increase in visible supplies but merely to the turning of consumers to synthetic or substitute products on account of the extreme prices asked on natural mint oils. Peppermint is still abnormally high, so high that many consumers cannot buy it. Not much is offered, but in order to sell any shading of prices must be resorted to and such shading is an almost daily occurrence. What is true of the group leader, is also true in minor degree in the other items in the group.

Seed and spice oils have felt the pressure of weakness in the raw material markets quite heavily during the last few weeks. There has been extensive pressure to sell all of the seed and spice items both here and in their countries of origin. The result has been lower prices on such materials as coriander, caraway, celery, clove and other oils. This pressure against the raw materials does not appear to have been lessened during the last few weeks and continued depression in the oils derived from them seems likely for the time being. An exception must be taken in the case of anise and cassia, oils of Chinese origin, which through peculiar conditions surrounding the shipment markets have shown a considerable degree of strength during the last few days and appear headed upward.

The floral products, with the exception of geranium, have been steady to firm throughout the month. Buying has been limited, but at the same time, very little selling pressure has been felt. In fact on such items as neroli, rose and lavender greater firmness is the rule. Geranium has been weak and unsettled with lower prices on all grades ruling here and abroad.

Miscellaneous oils are irregular. Bois de rose is cheaper owing to heavy offerings not all of which are of the excellent quality generally maintained in this market. Linaloe, on the other hand has been scarce throughout. The cedar wood situation is materially better. Citronella and lemon-grass are weak with soap makers buying virtually nothing.

On the whole, business has not been good and while sellers are optimistic, the unprejudiced observer can with difficulty see an immediate improvement in demand. Generally lower prices, however, especially on quality products, are not to be too ardently anticipated by buyers.

Synthetic and Aromatic Chemicals

The general trend of the market has been toward slightly lower levels during the month under review. This has been due in very few instances to competition, lower costs or general weakness. It has been due, rather, to the almost complete lack of substantial business. Prices have sagged because there were no buyers. In some instances, manufacturers have made desperate efforts to hold values in line, but they have been only partly successful.

At the same time, it may be said that a most illuminating example of what is likely at any moment to happen in this market came to light at the outset of the present month. Offers of German safrol and artificial sassafras were cabled into this market at prices fully 30 per cent below the levels quoted by the domestic manufacturers of these products. The prices quoted heretofore have not been excessive, but the lower shipment quotations were a fact none the less and had to be met. Accordingly reductions of nearly 30 per cent were put into effect on these two products at once by the domestic makers. Whether these reductions will be sufficient to maintain American dominance in the market is still subject to some doubt. Certain it is, however, that the producers have done about all they can in the way of meeting this competition. The incident is significant in its relation to the entire market and the uncertainty attending operations in it. What has happened in safrol may just as unexpectedly happen in many of the other products on the list. It is the one feature of the manufacture of these products in the United States which is still and probably will be for a long time in some doubt. The only way in which it can be successfully offset is by emphasis on standardization and economies in production. To this end, the industry of producing synthetics must work if it is to continue to grow.

Vanilla Beans

What was true last month is equally true now in the way of the prospects for prices over the coming year. There is very little chance, or so it still appears, of cheap vanilla

this year, no matter what may happen in the new crop line. The primary markets have been trained to high prices and are ready and able to hold for them.

Bourbons have come forward in some volume since our last review but have for the most part gone directly into consuming channels and stocks here are not much if any heavier than they were a month ago. Apparently some of the French interests have goods to protect, for they are already engaged in buying into the new Bourbon crop which is moving at prices about the same as those which prevailed a year ago at this time. Importers here regret to see this action as they had hoped for some accumulation of goods in the primary markets before buying was actually begun.

Mexicans remain in the position of last month. They are hard to get and high in price. Nor is there any immediate prospect of an easier situation. Other beans are hardly of sufficient market importance to alter the situation even were the tendency in them downward. It is in fact, quite the reverse with at least the equal of last year's high prices being asked for all beans in this and in the primary markets.

Sundries

The market throughout has been undeniably quiet and prices on the whole have showed a tendency to recede slightly. Alcohols are unsettled and resale lots are available at sometimes below distillers' quotations. Menthol is in virtually no demand and while spot stocks are small, prices have eased on spot owing to selling competition. The Japanese market is still very strong, however, and a real break in menthol is not anticipated by even the most optimistic buyers. Other products on the list are dull and easy. There are hardly any which cannot be shaded on substantial orders offered to the holders.

THE DRIFTERS AND THE SUCCESSES

Most of the people in the world are drifters. They take things as they come. If things break their way they are happy; if otherwise, they are miserable. A few are steerers,—these few make things happen. They do not wait for opportunity to knock; they go out and make opportunity. If things are wrong, they proceed to make them right. If they have bad luck, they turn it into good luck. If obstacles confront them they overcome these obstacles and proceed. These people usually have two thoughts in mind—an end which they wish to attain, and an unshakable will to attain it. By-and-by fortune gets tired of disappointing these people, and things co-operate with them. Circumstances give way to that indomitable will which thus finds an opening to succeed. These people know what they want, and are working to get it every moment of their lives. They are in command of their lives; not wholly in command, of course, because circumstances do affect them to a degree; but by co-operating with circumstances they find some way by which they win. These, then, are the successful ones. The rest are drifters.—*Western Druggist.*

The Salesman Defined

Some salesmen put the proposition to their customers on the ground of charity, others beg assistance to make up their quota, while some talk about tough luck at home. The fellow who operates with a tin cup and "Pity the Blind" sign is no salesman. The salesmen who get the business are simply honest, sincere, intelligent, modest men, who know when to get out of a customers office as well as when to go in, who know what they can do and convince their customers that they can do it.—*The Town Crier, via Bottles.*

A Source of Information of Value

(Eston Mfg. Co., Toilet Articles, 2500 Second Avenue North, Birmingham, Ala.)

We find THE AMERICAN PERFUMER contains much information of value, and wish to commend you on its artistic appearance.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices on Soap Materials)

ESSENTIAL OILS

| | | | | | | | |
|-----------------------------|---------|--------|----------------------------|--------|-----------------------------|--------|-------|
| Almond, Bitter, per lb... | \$3.35@ | \$3.65 | Nutmeg | 1.65@ | Benzilidenacetone | 2.75@ | 4.50 |
| S. P. A. | 3.60@ | 3.90 | Orange, bitter | 2.75@ | Benzophenone | 7.00@ | |
| F. F. C. "Art" | 1.75@ | 1.80 | sweet, W. Indies..... | 2.85@ | Benzyl Acetate dom | 1.40@ | 1.60 |
| Sweet True | .85@ | .90 | sweet, Italian | 2.90@ | foreign | 1.50@ | 1.75 |
| Apricot Kernel | .29@ | .31 | Calif. | 2.90@ | Benzyl Alcohol | 1.45@ | 1.60 |
| Amber, crude | .75@ | .80 | Origanum, imitation | .35@ | Benzyl Benzoate | 1.60@ | 1.75 |
| rectified | .90@ | 1.00 | Orris Root, concrete, do- | | Benzyl Butyrate | 5.50@ | 1.75 |
| Amyris, balsamifera | 2.85@ | 3.15 | mestic | 4.50@ | Benzyl Cinnamate | 10.00@ | |
| Angelica Root | 35.00@ | | foreign | 5.00@ | Benzyl Formate | 3.25@ | |
| Anise, tech | .65@ | | Orris Root, absolute (oz.) | 70.00@ | Benzyl Propionate | 5.00@ | |
| Lead free, U. S. P. | .70@ | | Parsley | 6.25@ | Borneol | 2.75@ | |
| Aspic (spike) Spanish... | 1.10@ | 1.20 | Patchouly | 5.00@ | Bornylacetate | 4.00@ | |
| French | 1.30@ | 1.40 | Pennyroyal, American... | 2.10@ | foreign | 4.00@ | 4.50 |
| Bay, Porto Rico | 2.40@ | | French | 1.90@ | Carvol | 9.00@ | |
| West Indies | 2.25@ | | Peppermint Natural | 14.25@ | Cinnamic Acid | 3.25@ | 3.50 |
| Bergamot, 35-36 per cent. | 3.75@ | 4.00 | Redistilled | 15.25@ | Cinnamic Alcohol | 6.50@ | 7.00 |
| Birch, sweet N. C. | 1.90@ | 2.15 | Petit Grain, So. American | 2.25@ | Cinnamic Aldehyde | 3.65@ | 4.00 |
| Penn. and Conn. | 3.50@ | 4.00 | French | 6.00@ | Citral | 3.00@ | 3.25 |
| Birchar, crude | .25@ | | Pimento | 3.00@ | Citral, C. P. | 3.50@ | 5.00 |
| rectified | .75@ | | Pinus Sylvestris | 2.00@ | Citronellol, dom. | 7.75@ | 8.00 |
| Bois de Rose, Femelle... | 4.40@ | 4.50 | Pumilions | 2.75@ | foreign | 8.00@ | 8.25 |
| Cade, U. S. P. "IX" | .38@ | | Rose, Bulgaria | 9.00@ | Coumarin, dom. | 3.40@ | 3.65 |
| Cajeput, Native S. P. ... | 1.05@ | | Rosemary, French | .55@ | foreign | 3.50@ | 3.60 |
| Calamus | 4.00@ | | Spanish | 4.25@ | Diethylphthlate | .40@ | |
| Camphor, "white" | .15@ | .16 | Rue | 4.00@ | Diphenylmethane | 2.50@ | 3.00 |
| Cananga, Java Native... | 2.40@ | | Sage | 2.75@ | Dipenyloxide | 1.00@ | 1.40 |
| rectified | 3.15@ | | Sage, Clary | 32.00@ | Ethyl Acetate | .50@ | |
| Caraway Seed, rectified.. | 2.40@ | 2.60 | Sandalwood, East India... | 7.25@ | Ethyl Benzoate | 1.85@ | |
| Cardamon Ceylon | 45.00@ | | Sassafras, natural | 1.20@ | Ethyl Butyrate | 1.50@ | |
| Cassia, 80@85% | 2.10@ | nom. | artificial | .31@ | Ethyl Cinnamate | 4.50@ | |
| rectified, U.S.P. | 2.60@ | 2.75 | Savin, French | 2.55@ | Ethyl Formate | 1.00@ | |
| Cedar Leaf | 1.00@ | 1.10 | Snake Root | 15.00@ | Ethyl Propionate | 2.00@ | |
| Cedar Wood | .68@ | .73 | Spearmint | 4.50@ | Ethyl Salicylate | 2.00@ | |
| Celery | 11.00@ | | Spruce | .90@ | Eucalyptol | 1.00@ | |
| Chamomile | 6.00@ | 7.50 | Tansy | 3.35@ | Eugenol | 3.15@ | 3.30 |
| Cinnamon, Ceylon | 12.00@ | 15.00 | Thyme, French, red | 1.10@ | foreign | 3.25@ | 4.00 |
| Citronella, Ceylon | .70@ | .72 | white | 1.15@ | Geraniol, dom. | 4.50@ | |
| Java | 1.25@ | | Spanish, red | 1.00@ | foreign | 5.00@ | |
| Cloves, Bourbon | 2.70@ | 3.00 | Valerian | 14.50@ | Geranyl Acetate | 4.75@ | |
| Zanzibar | 1.90@ | | Vetivert, Bourbon | 14.00@ | Geranyl Butyrate | 13.00@ | |
| Copaiba | .45@ | .50 | Java | 18.00@ | Geranyl Formate | 12.50@ | |
| Coriander | 10.25@ | | East Indian | 30.00@ | Heliotropin, dom. | 2.15@ | |
| Croton | 1.05@ | | Wintergreen, Southern... | 4.00@ | foreign | 2.30@ | 2.75 |
| Cumin | 12.00@ | 14.00 | Penn. & Conn. | 8.00@ | Hydroxycitronellal | 10.00@ | 12.00 |
| Cypress | 6.00@ | | Wormseed | 3.35@ | Indol, C. P. (oz.) | 9.00@ | |
| Cubeb | 5.00@ | | Wormwood | 4.25@ | Iso Butyl Benzoate | 5.00@ | |
| Dillseed | 4.50@ | | Ylang-Ylang, Manila | 26.00@ | Iso Eugenol | 4.00@ | 4.25 |
| Erigeron | 4.25@ | | Bourbon | 7.00@ | Linalool | 6.00@ | 8.00 |
| Eucalyptus, Aus. "U.S.P." | .625@ | | | | Linalyl Acetate 90% | 8.00@ | |
| Fennel, Sweet | 1.00@ | 1.10 | OLEO-RESINS | | | | |
| Geranium, Rose Algerian. | 6.00@ | 8.00 | Capsicum | 2.75@ | Linalyl Benzoate | 13.00@ | |
| Bourbon | 5.75@ | 7.00 | Ginger | 4.50@ | Methyl Acetophenone | 4.25@ | 5.00 |
| Turkish (Palma rosa) .. | 4.25@ | 4.50 | Cubeb | 4.25@ | Methyl Anthranilate | 2.75@ | 3.25 |
| Ginger | 13.00@ | | Malefern | 3.00@ | Methyl Benzoate | 2.00@ | |
| Gingergrass | 3.00@ | | Orris | 6.00@ | Methyl Cinnamate | 4.00@ | 5.00 |
| Guaiaac (Wood) | 5.00@ | | Pepper, Black | 4.00@ | Methyl Eugenol | 8.50@ | 10.00 |
| Hemlock | .90@ | | Vanilla | 22.50@ | Methyl Heptenone | 9.00@ | |
| Juniper Berries, rectified. | 2.50@ | | DERIVATIVES AND CHEMICALS | | | | |
| Juniper Wood | .65@ | | Acetaldehyde 50% | 2.00@ | Methyl Heptene Carbon.. | 27.00@ | 35.00 |
| Laurel | 5.00@ | | Acetophenone | 5.00@ | Methyl Iso Eugenol | 12.50@ | 13.00 |
| Lavender, English | 32.00@ | | Aldehyde C 14 | 22.50@ | Methyl Octine Carb | 27.00@ | 35.00 |
| U.S.P. "IX" | 6.00@ | 8.50 | C 16 | 70.00@ | Methyl Paracresol | 6.00@ | |
| Lemon, Italian | 1.05@ | 1.40 | Amyl Acetate | 1.00@ | Methyl Phenylacetate, | | |
| Calif. | 1.05@ | | Amyl Butyrate | 1.75@ | Art. Honey Aroma.... | 6.50@ | |
| Lemongrass | 1.20@ | 1.30 | Amyl Cinnamate | 2.35@ | Methyl Salicylate | .48@ | .52 |
| Limes, distilled | 1.85@ | | Amyl Formate | 1.75@ | Musk Ambrette | 10.50@ | 12.50 |
| expressed | 4.15@ | | Amyl Phenyl Acet | 5.00@ | Ketone | 13.00@ | 15.00 |
| Linaloe | 4.25@ | | Amyl Salicylate, dom. .. | 1.50@ | Xylene | 3.50@ | 4.00 |
| Mace, distilled | 1.65@ | | foreign | 2.00@ | Nerolin | 1.65@ | 2.00 |
| Mirbane | .15@ | | Amyl Valerate | 3.00@ | Nonylic-Alcohol | 40.00@ | 52.00 |
| Mustard, genuine | 14.00@ | 16.00 | Anethol | 1.10@ | Phenylacetaldehyde 50%. | 7.25@ | 10.00 |
| artificial | 2.65@ | | Anisic Aldehyde, dom.... | 3.50@ | imported | 7.50@ | 10.00 |
| Neroli, Bigrade, Pure... | 80.00@ | 100.00 | foreign | 3.75@ | Phenylacetic Acid | 3.50@ | |
| Petale, extra | 100.00@ | 130.00 | Benzaldehyde, U.S.P. ... | 1.55@ | Phenyl Ethyl Acetate | 15.00@ | 17.50 |
| | | | F. F. C. | 1.75@ | Phenyl Ethyl Butyrate .. | 27.50@ | |
| | | | | | Phenyl Ethyl Formate .. | 20.00@ | |

(Continued on Next Page)

| | | |
|---------------------------------------|--|---------------------------------------|
| Phenyl Ethyl Propionate. 20.00@ | Cardamon Seed, green.. 1.85@ | High Dried36@ |
| Phenyl Ethyl Alcohol, | Decort 2.25@ | Rice, Starch09@ .12 |
| domestic 6.50@ 7.00 | Castoreum 4.00@ | Rose leaves, red 1.00@ |
| imported 6.50@ 7.50 | Chalk, precipitated03½@ .06½ | pale65@ |
| Rhodinol, dom. 15.00@ 24.00 | Civet horns (oz.) 2.25@ | Sandalwood chips35@ |
| foreign 18.00@ 20.00 | Guarana 1.00@ | Saponin 1.25@ |
| Safrol36@ | Gum Benzoin Siam 1.25@ 1.60 | Styrax 47½@ 2.20 |
| Skatol, C. P. (oz.) 10.00@ 20.00 | Sumatra30@ .40 | Talc, domestic.... (ton) 18.00@ 40.00 |
| Terpineol C. P., dom.46@ | Gum Gamboge, pipe85@ | French (ton) 40.00@ 45.00 |
| imported (lb.) .54@ 70 | powd. 1.00@ | Italian (ton) 50.00@ 65.00 |
| Terpinyl Acetate 1.75@ 1.90 | Kaolin03@ .03½ | Vetivert root30@ |
| Thymol 4.25@ | Lanolin hydrous17@ .19 | Zinc Stearate25@ .28 |
| Vanillin (oz.) .52@ .55 | anhydrous20@ .23 | |
| Violet Ketone Alpha.... 5.50@ 9.50 | Menthol, Jap. 11.50@ 12.50 | |
| Beta 6.25@ 8.00 | synthetic 8.00@ 10.00 | |
| Yara Yara 1.65@ 2.00 | Musk, Cab, pods.... (oz.) 18.00@ 20.00 | |
| | grains (oz.) 26.00@ 28.00 | |
| | Tonquin, gr. (oz.) 36.00@ | |
| | pods (oz.) 22.00@ 23.00 | |
| | Orange flowers 1.00@ | |
| | Orris Root, Florentine.. .11@ .14 | |
| | powdered14@ .30 | |
| | Verona10@ .12 | |
| | powd.13@ .25 | |
| | Pachouli leaves20@ .25 | |
| | Peach Kernel Meal20@ | |
| | Rhubarb Root, Shensi .. .50@ .55 | |

SUNDRIES

| |
|--|
| Alcohol Cologne spts., gal. 4.93@ 5.08 |
| Almond Meal26@ .30 |
| Ambergris, black... (oz.) 15.00@ 18.00 |
| gray (oz.) 26.00@ |
| Balsam Copaiba S. A.57@ |
| Para54@ |
| Balsam Peru 2.00@ |
| Tolu 1.60@ |
| Beaver Castor 4.50@ 7.00 |

FOREIGN CORRESPONDENCE

(Continued from page 107)

29 and continue until October. The Department of Commerce of the United States has requested the American Chamber of Commerce in France to take direct charge of the installation and maintenance of the exhibit of the American Government, Chester Lloyd Jones, Commercial Attaché of the American Embassy, being official representative. Mr. Jones considers that American manufacturers should not lose the opportunity afforded by the exposition for extension of sales in Europe, for, he says, although called hydraulic, the exposition will include almost every variety of industry.

GERMANY

IMPORTS AND EXPORTS OF PERFUMES, ETC.—Figures are now available comparing present and pre-war exports and imports in Germany's chemical trade. Ether, alcohols (N. E. S.), volatile oils, perfumery and cosmetics are grouped together in the following summary:

Imports: 1913, 48,726 metric tons, valued at 56,987,000 gold marks; 1923, 9,408 tons, 27,913 gold marks; 1924, 12,914 tons, 33,292 gold marks.

Exports: 1913, 16,371 metric tons, valued at 44,405,000 gold marks; 1923, 7,704 tons, 23,959,000 gold marks; 1924, 8,593 tons, 28,640,000 gold marks.

PANAMA

NEW IMPORT TARIFF—A fiscal reform law, embodying a new tariff schedule, was signed by the President of Panama on February 11, 1925, and became effective 30 days after official publication. The original draft of the bill underwent a number of changes before enactment. Instead of six classes, as in the bill, three classes now apply to imported goods, i. e., those free of import duty, those subject to a 15 per cent ad valorem duty, and those subject to specific duties.

Under the new tariff schedule of Panama, perfumery and cosmetics are classed among articles not specified, with a duty of 15 per cent ad valorem. This rate represents no change in duty from the old tariff. Concentrated essences for the manufacture of perfumes are dutiable at the rate of \$3.00 per liter, which likewise is the old rate. Soap of all

kinds was formerly dutiable at 15 per cent ad valorem. Ordinary soap is now dutiable at the rate of \$0.05 per kilo. Other soaps remain subject to the rate of 15 per cent ad valorem.

The fee for the certification of consular invoice is fixed at 2 per cent of the declared value of the merchandise as compared with 2½ per cent in the original draft of the law, and nine-tenths of 1 per cent as established by the Fiscal Code.

The provision in the bill establishing a sales tax was not enacted.

Export duties have been established for a few articles, including principally native products such as bananas, coconuts, etc. The Executive is empowered to reduce or entirely abolish the export duties.

PARAGUAY

PETITGRAIN.—Consul Digby A. Willson, at Asuncion, reports that the foreign trade of Paraguay increased in 1923 as compared with 1922. Exports of petitgrain: 1923, 59,290 kilos; 1922, 56,188 kilos. The declared exports of petitgrain from Paraguay to the United States, however, shows a decline. The figures are as follows: 1923, 14,300 pounds, valued at \$20,106; 1922, 16,632 pounds, \$22,438; 1921, 16,206 pounds, \$24,634.

Consul Wilson also says that petitgrain is not distilled in large amounts by any concern in Paraguay. He is informed that this oil is distilled by hundreds of families living in the rural districts of Paraguay and sold in small lots to the exporters, who, he understands, control the market.

SOUTH AFRICA

PERFUMERY AND SOAP IMPORTS—Consul General D. C. Poole, at Cape Town reports that the perfumery imports into the Union of South Africa in 1923 were valued at \$1,012,000, divided chiefly as follows: From the United Kingdom, \$463,000; from the United States, \$355,000; from France, \$145,000.

Soap: Total imports, \$444,000, being partly divided as follows: From the United Kingdom, \$223,000; from the United States, \$120,000, from Australia, \$72,000.



BRITISH SOAP TRADE FEATURES SHOW FLUCTUATIONS IN COMPETITION

It has recently been stated that British soap manufacturers can, by working for three months, supply sufficient soap to meet a whole year's requirements of the United Kingdom, so that the activity of the industry depends upon export orders for about nine months of the year. The *London Chemical Trade Journal* is rather inclined to consider this estimate of the relative importance of the export trade somewhat exaggerated, but as reliable statistics on current British production of soap are almost impossible to obtain, the publication of the figures obtained in this year's Census of Production must be awaited before any definite views on this subject can be substantiated. That the export trade does occupy a highly important position in the British soap industry cannot, however, be controverted, and it is encouraging to note from the detailed overseas trade figures that British exports are steadily approaching their pre-war position, but the *Chemical Trade Journal* sees danger from United States competition particularly in the South American countries.

Before the war the British average annual exports were in the neighborhood of one and three-quarter million caw. During the period of hostilities a considerable impetus was given to the trade, the highest point being reached in 1917, when a total of 2,536,485 cwt. of soap was shipped abroad. After a considerable decline in 1918 and 1919, the boom year of 1920 saw soap exports climb again to 1,869,072 cwt., only to fall to 885,288 cwt. in the succeeding year. Since 1922 the trade has shown every sign of steady, progressive recovery, the 1924 export total, exclusive of exports to the Irish Free State, being 1,445,512 cwt. There is, however, plenty of room for still further expansion in the trade on both sides of the Atlantic ocean.

Despite the keen competition of the newer producing countries, British soap, especially of the ordinary household or laundry hard variety, the *Journal* maintains, still retains its reputation for pre-eminence and reliability in quality, and the British maker is quite as favorably situated as regards supplies of oils, fats and alkalies as are many of his competitors. Of the total British export trade in soap, ordinary hard, framed soap still accounts for well over 80 per cent. These facts ought to influence American soap manufacturers to renewed export trade efforts.

German Patent for Bleaching Fats and Oils

BLEACHING FATS AND OILS. T. Merck, Assee. of P. Langenkamp. G. P. 391,553, 21.11.22. Hydrogen peroxide of concentration above 30%, preferably 60%, rapidly bleaches fats and oils even when they are so deeply colored as to be incapable of treatment by the usual methods. About 5% of the 60% peroxide suffices, and it is of advantage to warm the mixture.

SOFT SOAP IN COLLAPSIBLE TUBES*

By S. MEISSNER

The use of collapsible tubes for soaps of various kinds is not new, but it has so far been restricted to certain special soaps. Especially have tube packages been introduced for fine soaps, which are intended to serve especially on travel, business trips, journeys, and to have available a convenient soap which occupies little room and which is moisture proof. Not everybody cares to use a soap that was laid away wet in the soap receptacle, and which has become smeary and slimy in it. I have also repeatedly demonstrated that a piece of soap which has thus become slimy, or rather the soap slime, even with strong rubbing, hardly lathers at all, and is therefore not effective. The cause of the poor soap formation is probably to be explained by the influence of the salts of calcium and magnesium contained in the water, and it is only after washing away the film of smeary soap that the lathering effect returns. On the other hand the use of a tube soap is much more agreeable, since it is easily measured out, never becomes smeary in packing, is also much more hygienic and cleanly, and besides such a tube occupies much less space in the luggage than a soap container of metal or celluloid with contents. Besides, the tube soap can be completely used up, while a vanishing cake of soap becomes unhandy and finally must be thrown away.

Likewise in sporting circles the tube soap has been well introduced. Thus, for instance automobilists and chauffeurs find serviceable use in a tube soap which, beside the soap body proper contains mechanically scouring additions (siliceous chalk, diatomaceous earth, pumice powder, fine quartz sand, etc.), together with fat dissolving agents (benzine, trichlorethylene, tetralene, hexalene, or methylhexalene, and finally odor corrections) so that the autoist, if he has soiled his hands badly on the road, in making necessary repairs can easily clean up by using his tube soap at the next water supply.

Likewise we find already shaving creams in tube containers, in which article other countries have decidedly the start of us. I refer here to the shaving creams, and not the blended shaving creams which are fat free and which are used without water, but which in consequence of their limited keeping quality, have recently gone pretty well out of use. Such cream-like shaving soaps show a beautiful silver gloss, are easily applied, give a firm, long persisting lather, and are very economical, and therefore to be preferred to solid shaving soaps, to which is added the more practical, more hygienic packing.

As oldest representative of tube soaps, is to be considered dental creams in tubes, so far as it contains soap; however in recent times dental creams free from soap are to be preferred, since such easily harden in the tubes by addition of

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soap, and many users do not like the soap taste in the use of tooth pastes.

As regards the material from which the tubes are made, those made of pure tin are to be most recommended. Tubes of lead, or lead tubes poorly tinned are not usable, although they are considerably cheaper than tin tubes, since the content of the tube, that is the soap, shortly assumes a dark color. Aluminum tubes may also be used, but are much less in favor. Following are some formulæ for soft soaps for the different uses and which may be packed in collapsible tubes.

TRAVELING SOAP IN TUBES.

- 20 kg. Tallow
- 30 kg. Coconut oil, or palm oil
- 5 kg. 38° Caustic soda lye
- 18 kg. 50° Caustic potash lye
- 10 kg. 20° Potash solution
- 5 kg. Glycerine
- 50 g. Geranium oil
- 10 g. Clove oil
- 20 g. Musk oil

Saponification is produced in the semi-boiled process, by melting the fat and stirring in half of the lye at about 80° C. As soon as the combination begins, add the rest of the lye together with the potash solution and the glycerine. A thick mass is formed which is left standing several hours in the kettle to complete the saponification. In alcoholic solution it should show with phenolphthalein only a weak red color, that is it should be neutral. It is best to work in the perfume in a kneading and mixing machine at as low a temperature as possible, after which it is kneaded through until cold, and is drawn off by means of a tube-filling machine.

AUTO SOAP TUBES

- 20 kg. Olein or cocoanut oil fatty acid
- 6 kg. Methyl hexalin
- 3 kg. Oil of terpineol
- 10 kg. 50° B Caustic potash lye
- 2 kg. 30° B Potash solution
- 34 kg. Water
- 25 kg. Pumice powder, silicious chalk or fine sand
- 30 kg. Oil of mirbane.

First the olein is warmed to 65°C, the methyl hexalin and oil of turpentine is added, and the mixture of caustic potash lye, potash solution 8 kg. of water is poured by constant stirring. Saponification proceeds promptly, and a clear neutral soap is formed which is intimately mixed with the rest of the water and the pumice powder. Lastly is added the oil of mirbane, and the thick mass is filled into tubes.

SHAVING SOAP IN TUBES

- 30 kg. Prime beef tallow or nutrient press tallow
- 7 kg. Cocoa nut oil
- 16 kg. 50° Caustic potash lye
- 2 kg. Glycerine
- 45 kg. Water
- 100 g. Oil of terpineol.
- 10 g. Oil of bergamot, artificial
- 18 g. Lily Synthetic
- 12 g. Oil of ylang-ylang
- 55 g. Oil of linalool
- 45 g. Tincture of musk
- 120 g. Tincture of benzoin

The fat addition is stirred together with half of the lye and as much water at about 80°C, and the appearance of the combination is watched, after which the rest of the lye, again diluted with the same quantity of water, is added. To the soap paste thus formed the glycerine and the rest of the water is now added, and is kept warm and stirred till a quite clear soap paste lies in the kettle, which then is rendered quite neutral by addition of sufficient phenolphthalein, and is then filled into large stone jars. In these the shaving cream is allowed to cool, when, after short storage, it as-

sumes a pretty silver gloss. Then it is put into a small mixing or kneading machine, in which the perfume is added. It is then filled into tubes by means of a tube filling machine. A still better preparation with higher fat content is prepared by the following mixture:

SHAVING CREAM IN TUBES

- 15 kg. Stearine pressed from tallow
- 10 kg. Prime lard
- 20 kg. Edible peanut oil
- 17 kg. Cocoa nut oil
- 32 kg. 40° Caustic potash lye
- 4 kg. Glycerine
- 2 kg. 15° Potash solution

The saponification is effected in the usual way, by the semi-boiled method, after which an exact neutralization by use of phenolphthalein in alcoholic solution is required, and a completely neutral soap is obtained. This is stored in stone jars or tin receptacles till it takes on the mother-of-pearl-like appearance, after which it is perfumed in a mixing machine, and filled into tubes.

SOAP MANUFACTURERS RUN REAL LAUNDRY TO WORK OUT PRACTICAL TESTS

The modern soap manufacturer, in telling the public just what his soap can do, is not talking from a theoretical point of view. His statements have all been tested in a practical way. At the plant of Procter & Gamble, for instance, several buildings in the 115-acre plant, located at Ivorydale, just outside of Cincinnati, are devoted to working out solutions for the problems connected with the laundering of clothes.

During the last two years this company has made 5,000 washing tests, covering such phases of laundering as strength of fabrics, discoloration of whites, fastness of colors, shrinkage, removal of stains, effects of temperature in washing, results from the use of hard water, effects of increasing suds, effects of rinsing, and deposits on fabrics.

More than one thousand routine and analytical tests are made every day in the company's research or analytical laboratory. Its personnel includes men and women drawn from foremost scientific institutions of the country, many of whom possess doctors' degrees.

Another laboratory, the laundry laboratory, studies washing results. A feature of this laboratory is four of the newest and finest metal washing machines in miniature form, built to conduct various washing tests to determine the standing quality of the suds, the temperature of the water, and other laundry problems.

An electrically driven fabric tester and an electrically heated oven help in the making of tests of tensile strength. Since cotton gains 5 to 6 per cent in tensile strength for each percent of moisture content, it is necessary to have the fabrics to be tested bone dry or else to know the moisture content.

As further conclusive proof of the thoroughness of the analytical work and of the laundry tests, the company also operates a real laundry to solve practical every-day problems of laundering. In this laundry are washed the overalls, working dresses, suits, and towels for employees in the Ivorydale factories, and linens from the company cafeteria, and the linen supplies used in the lavatories in the main offices in Cincinnati.

"In this laundry we test, in commercial practice, many of the results that come first to the Research Department through the laundry laboratory," explains F. W. Blair, one of the executives. "First, you see, our Research Department analyzes any given problem from a purely scientific point of view. Then the laundry laboratory, with the small washers, fabric testers, etc., tests by means of sample pieces or sample products the result of theoretical conclusions. Perhaps the problem is considered incomplete, perhaps it is changed, perhaps the process is reversed there. But whenever it has passed these two departments it arrives at the final or third department—the practical operating laundry. Any product, any process, any conclusion must pass these three departments."

TROUBLES OF THE COTTON SEED OIL INDUSTRY

**Tariff Hampers Trade and Any Immediate Change Seems Unlikely;
Elimination of Plants With High Costs Portends Some Improvement**

Reorganization and reconstruction internally throughout the cottonseed oil industry may have definitely improved the status of that important branch of commerce. On the other hand, the situation at the moment, especially in the financial end of the business, is not all that could be desired. Linked as it is with the fertilizer industry, it may well be a long time before profitable reports of operations will be general in the industry of cottonseed crushing. Meanwhile, the difficulties of many of the large companies and the continued displacement of the small crushers by merger or mere discontinuance of operations can only continue.

The troubles of the industry during the last few years have been manifold. Difficulties with raw material supplies and prices, the virtual cutting off of the important export market for the oil, the lack of outlet for cake and meal, have all had the effect of making profitable operation in the industry difficult if not wholly impossible.

At the same time, it cannot be said that the industry itself has been wholly blameless in the matter. Its methods and especially its financing have not always been in concord with sound principles of business operations. Hence, there are not so many mourners at the condition of the cottonseed crushing industry as there might be were they only the victims of troubles beyond their own control.

One of the principal troubles of the industry has been the tremendous overhead charges of the companies operating in it. In conformity with the practice of the mixed fertilizer industry, which has been a tremendous influence in the business of cottonseed crushing, the larger companies in the field have operated under inflated overhead expense. This has been curtailed to some extent by the reorganizations of no very distant date, but there are still numerous savings which could be affected. It is hardly consonant with good business practice to operate such extensive sales and propaganda organizations in an industry which has been steadily a losing venture to those backing it.

Raw Material Troubles

High prices on cotton and its products which have been the rule during the last two or three years have placed the raw material for the production of cottonseed oil in a position which at practically all times has been wholly unfavorable to the crushers. It is probably true that many of the smaller mills have been closed principally on this account. The small crusher has in many instances had more difficulty in securing his supplies of raw material than he has had in disposing of his product at reasonable prices. Accordingly, in many instances he has been forced to merge with other crushers or to discontinue entirely.

Looking forward to the coming season it cannot be said that the outlook for the crushers in this respect is at all more favorable than it has been. Depending almost entirely upon the cotton crop for raw materials makes the situation dangerous to the crusher and almost impossible to forecast, especially so early in the season. There have as yet been no estimates as to probable acreage of cotton or prospective crop. At the same time, there is an indication of one serious trouble which the cotton grower will have

to face during the coming season. That is the matter of boll weevil infestation.

The experiments conducted by Government experts at agricultural stations in the South and particularly at Talullah have shown an almost unprecedented survival of live weevils over the winter. Last year, which was a good year for cotton and a very bad one for the weevils, these tests distinctly forecast the final results of the season. The test consists in storing considerable quantities of moss in a place suitable for weevil hibernation and then carefully counting the number of live weevils to the ton in the spring. A year ago, the weevil count showed an average of only one live weevil to two tons of moss. The early reports of the count this year show a survival of 197 live weevils to the ton.

Poor Protection

In addition to this the crop is not likely to be any too well protected against the weevil this year. The insecticide industry, which lost heavily in calcium arsenate, the recognized boll weevil poison last year, is not at present making even casual preparations for a heavy demand for poison this year. The result is likely to be a real shortage of the only suitable insecticide during the cotton season. Coupling these two facts gives a fairly strong argument for high prices and light supply in the crushers' raw material again this year. To date, nothing to offset this has appeared although it is admitted that other factors will enter into the situation before the season progresses much further.

The industry has been further hampered by difficulties in securing an outlet for the material which it has to sell. The popularity of cottonseed oil as an edible product can hardly be said to be as great as it was a short time ago. This has been due to two facts. The first is that the crushers themselves have been unable to continue on so large a scale the extensive campaign of publicity for their edible products. The second is that the competitors of cottonseed oil in the edible fat class have outstripped themselves in placing their products in a favorable light before the public. Corn oil has advanced in its sale to the edible fat trade. More recently, the olive oil importers, alarmed at the loss of business which they suffered to their competitors, have taken their first active steps in the way of publicity to relieve the situation and again force the value of olive oil to the attention of the public.

Tariff Hampers Exports

A third, and a more important factor in the way of the restriction of sales of the product, has been the tariff. Prior to the enactment of the duties on Oriental oils, there was a heavy movement of cotton oil each year to Europe. The oil was reasonably cheap as compared with other oils of its class and very cheap as compared with olive oil. It was favorably in most European countries and was sold in very heavy volume for export. The immediate effect of the tariff on Oriental oils was to throw the bulk of these oils into European channels of trade and take them away from the American market. The result was greater competition for the European market, lower prices there on desirable

Oriental oils and finally a very sharp reduction in the quantities of cotton oil moving from the United States to Europe.

Even during the season of 1921-22, which in part was the first under the Tariff Act of 1922, exports of cotton oil to Europe declined from 37,000,000 gallons to 12,000,000 gallons. The following year the figure was only approximately 8,500,000 gallons. This was still further reduced during the following season although the total was still above 8,000,000 gallons.

The prospects for relief in the matter of demand are not very bright at the moment. It is too much to expect a resumption of heavy demand for edible oil in this market. The circumstances outlined in the preceding discussion are as potent now as they were at the outset. In addition the reorganization of the various companies engaged in the sale of oil has not been conducive to heavier sales and these reorganizations, while technically complete, are still in progress insofar as individuals and working forces are concerned.

Immediate Change Unlikely

The tariff, according to public announcement by the present Administration, is "satisfactory." It will not be changed in any major particulars during the next two years in any event. Its flexible provisions have been employed in only a very few instances. In all of these, the duties have been raised instead of lowered. It is virtually certain that this policy will continue for the time being and it is almost as certain that the duties on oils and fats will not be altered within the coming year. The investigation of duties is a tedious process and even if reductions were recommended by the Tariff Commission, which now seems improbable, there is ample precedent for believing that the President will ignore the commission in any matter of tariff reduction.

Nor is it likely that the European situation will be so materially improved as to require heavy imports of cotton oil in addition to the large quantities of Oriental oils and other fats which are now moving into that market. The market position of these Oriental oils alone is sufficient to prove that the European demand has thus far been insufficient to strengthen their prices materially. And these prices will need material strengthening to allow competition of cottonseed oil at anything like the present price levels. In the United States under the tariff, such competition is only barely possible. In Europe where the competing oils enter as freely as cottonseed oil, competition on a price basis by the latter is manifestly out of the question.

The final difficulty of the industry is a minor one. That is the outlet for by-products of cottonseed crushing, such as cake and meal. It is impossible to forecast how satisfactory the season will be in these products this year. It was none too good last year. But since it depends entirely upon other industries, such as stock raising, fertilizing, and the like, a forecast as to its progress during 1925 is utterly impossible.

Gradual Improvement Probable

The narrow results of this unsatisfactory position are to be found in the cottonseed oil market. The broad general results affect the soap industry considerably more than minor market fluctuations can affect it. These results have been a curtailment in the number of plants operating as cottonseed crushers. There have been several mergers, but on the whole, there has also been a considerable reduction in the capacity of the industry for production. This is not a bad thing either for the industry or the soaper.

In general, the plants which have been eliminated are

those which have been the high cost producers. By their elimination average general costs of cottonseed oil have been materially decreased. Not only has the efficiency of the industry been decreased in this way, but destructive competition with its baleful effect upon the markets has been largely eliminated and the elimination process is still being carried forward. Should conditions in the industry reach normal, it is the consumer who is likely to reap the greatest benefits from this alteration. He will find a more stable market, the fluctuations of which can easily be estimated since their real causes will be shown. In addition, costs of oil will be stabilized so as to depend more nearly upon the price of raw material than has been the rule. It is not to be expected that lessened competition will necessarily raise the cost of oil. It may well, in this case, act in precisely the reverse fashion.

The matter of financial and office reorganization will also undoubtedly benefit the buyer of the product as much as it does the crushers. The elimination of the wasteful methods of the fertilizer industry and, if such a thing is possible, the final divorce of the business of cottonseed crushing from the fertilizer trade cannot but benefit the oil industry and the soap maker as well. It is highly probable that it will also be of benefit to the fertilizer industry which at the moment is badly in need of some sort of stabilization. Replacement of the methods generally employed until quite recently, by more modern and scientific methods both of sales and of advertising cannot but effect economies which will help the crusher. It is not too much to expect that a share of these benefits will be passed on to the consumer.

On the whole, the industry is still in process of reorganization and is battling against artificial restriction of its markets and unfortunate conditions in its raw material. It has made some progress during the last year, but there is still some distance to cover before it is safe among the stable industries of the country.

Just how rapid the program is likely to be depends upon too many factors to be even approximately forecast. It is not likely that the artificial barriers to the prosperity of the cottonseed oil industry will be removed within the next two years. The internal matters may well be untangled by that time. If they are, a vigorous campaign against the other difficulties is likely to be undertaken and in the course of political events may have some measure of success.

Formation of Spots in Soap by Bacteria

The annual report of the Swiss Experiment Station in St. Gall, Division for Fats and Oils, says that the soap in a soap factory in French Switzerland showed after some weeks on the surface greenish black spots, and in other factories the same phenomenon appeared. It was discovered that the fats and oils for all these soaps came from Marseilles and that the oil had without exception been denatured with nitro benzol for the purpose of cheaper freight rates. The presence of bacteria was established, and by the vital activity of these the spot formation is probably explained. When the use of these nitro benzol containing oils stopped, the epidemic of spots also disappeared. So far a culture of this species of bacteria has not been successful.

Potash Production in 1924

The department of the Interior announces that returns received by the Geological Survey from the producers of potash in the United States indicate that the output in 1924 amounted to 43,719 short tons of crude potash salts containing 22,896 short tons of potash. The sales amounted to 37,492 short tons of crude potash containing 21,880 short tons of K₂O, valued at \$842,618. Over 30,000 short tons of crude potash were held by the producers December 31, 1924.

UTILIZATION OF SUPERHEATED STEAM IN SOAPMAKING*

In soap-making just as in many other industries, the manufacturer has to consider the question of choosing an appropriate steam boiler type, which is a most important problem for the success and prosperity of his plant operations. Our line in particular has for a long time failed to utilize the progress made in Germany along the lines of apparatus equipment and engineering. It is only during the last pre-war decade that plant extension and development has caused a reversion in this respect and the post-war period, too, has caused many a manufacturer to improve and perfect his equipment in an up-to-date manner. This was due on the one hand, to the prompting force of the desire to keep the war profits from totally disappearing into the insatiable maw of the State tax monster and, on the other hand, the favorable economic turn in the machine market during the inflation period had to be utilized.

However, there are still a great many industrial plants which cannot overcome the proverbial love of the soap-maker for old, traditional methods, which induce him to continue operating an out-of-date equipment in the most unprofitable manner. One of the most expensive items in every plant is the coal item, which can be materially reduced by a properly designed boiler with up-to-date fittings.

In deciding as to what design of boiler will best suit the peculiar nature of a given industrial plant, it is imperative to consider the special mode of operating the boiler, i.e. the uniform or variable rate of drawing off the steam, the desirable properties—as to temperature, pressure tension of the steam, the fuel to be used, and the scientifically efficient utilization of its heating capacity, while, on the other hand, the qualitative character of the available feedwater, when previously purified by mechanical and chemical methods, is of no consequence in the selection of a boiler.

Modern soap plants operate almost exclusively with direct steam, so that the kettles are heated exclusively by means of open steam coils for grain soaps, soft soaps, and textile soaps, as well as for toilet base soaps for toilet purposes. Also the fat cleavage requires only direct steam, while indirect steam heating is at the most utilized only for special varieties of fancy soaps, for warming up and melting fats, boiling down under-lyes and glycerine waters, heating the drying plant, etc. For this industry then, the so-called large water space boilers are of primary consideration. Fire tube boilers with one or two fire tubes are mostly preferred as they afford a very large steam space with a sufficiently large evaporation surface, along with a relatively small water space in consequence of which they supply fairly dry steam and allow of securing a heat efficiency of 62-68 per cent. As compared with tubular boilers, the heating capacity of which, to be sure, is a trifle higher, these boilers have the advantage of operating with perfect efficiency even if the manufacturing process is being rushed at high pressure. For very large plants, on the contrary, combination boiler sets are more advisable, being constructed after the manner of the "Tischbein" boiler, having a large water space and a

large evaporation surface, they facilitate very effectively the utilization of coal. The heating capacity amounts to 72-75 per cent and a great deal of very dry steam is secured.

These steam-boilers are also very appropriate when autoclave saponification is being carried on at the same time, for which a pressure of 8 atmospheres is fully sufficient. When the firing surface is correspondingly large, they maintain the pressure at the desired level which is of great consequence, not only for the cleavage installation but also for the boiling room, so that, at low pressure, no excess of water should get into the soap.

The efficiency of the steam boiler can be materially raised to a still higher level by preheating the boiler feed water, which not only saves a great deal of fuel, but also prolongs the life of the boiler. These preheaters can be of varied construction. They are generally heated by the escaping firegases, less frequently by waste-steam. These preheaters are also known as economizers. Every wide-awake, intelligent manufacturer should at any rate focus his attention on utilizing the driest possible steam.

The use of dry steam yields essential advantages in the boiling operations. Diluted lyes can be used, for instance: spent lyes from the artificial silk industry, etc., the boiling operation is accelerated and, for instance, in settled grained soaps the nigre is diminished, salt is economized, and the boiling space of the boilers can be better utilized. In autoclave cleavage, with dry steam, the amount of the saponifying agent can be reduced somewhat, which means an economy in the saponifier as well as of sulphuric acid. With dry steam the cleavage effect is higher, the glycerine water is of a higher gravity, and the fatty acids obtained are more dry. The cleavage also produces a stronger glycerine water; moreover sulphuric acid is saved and very frequently also time.

The greatest loss of steam temperature is due to a long boiler piping system with too many branch pipes, since owing to the radiation from the pipewalls a great deal of heat is lost and water separators have to be built into the piping to drain off the condensed water due to cooling.

This heat loss can be materially reduced by insulating the steam conduits, but even this provision is inadequate when the steam boiler is located too far from the place of consumption. Hence it is advisable to use superheated steam which brings me to the very point I wish to discuss here.

Steam superheating has for its primary object to protect the steam against premature condensation. A further advantage is, for instance, that with steam, having an overpressure of 8 atmospheres, the same volume, superheated to 350°C. is from 15-20 per cent cheaper than an equal volume of saturated steam with the same overpressure, since for generating the former a lesser number of heat calories is required, which means a considerable saving. The further advantages of working with superheated steam in soap boiling and fat-cleavage have been mentioned already in speaking of the utilization of dry steam.

For the working with superheated steam it must, however, be carefully noted whether the steam is to be led

*From the *Z. D. D. Oel & Fett-Industry*. Vol. 45, No. 8. (1925) p. 93.

direct into the fats and oils or soap, without a simultaneous supply of water, i. e. whether water is present during the boiling process and whether the superheated steam is to be utilized also as an indirect heating agent. It is well known that superheated steam evaporates very rapidly, analogous to gases which resist condensation. Therefore, when working with superheated steam, the inflow pipe may be of a smaller diameter, i. e. the supply must be regulated with greater care so as to fully utilize the amount of steam heat and, especially when working with indirect steam, to prevent unnecessary loss.

The high temperature of the steam may easily cause a superheating of the soap or oil, with a consequent browning of the boiled material, which must be prevented by all means. When using vessels which are coated with an easily melting metal, such as lead, for instance, a fusion of the coating may take place.

Similarly when fat or oil are treated with sulphuric acid and the work is done with highly superheated steam, the high steam temperature may facilitate the detrimental action of the acid. In the case of soaps and oils in which special value is attached to a white color or a bright quality, highly superheated steam is rather to be avoided, or it is not introduced from the top through the boiler contents, but from below where it can flow into a layer of water or lye, so as not to come into direct contact with the oil or soap.

Superheated steam is very effective in clearing or refining malodorous fat scraps, blubber, etc., as the improvement of the odor proceeds more rapidly and more readily. Superheated steam also renders very good service in the case of the preliminary purification of fats and oils before the fat cleavage as such steam prevents the formation of emulsions and makes it possible to effect a saving in reagents such as sulphuric acid, alum, etc. If the plant also includes a fat distillation plant, the superheated steam, which for this operation is even superheated to a still higher degree, greatly speeds up this distillation process, improving both the color and the odor of the distilled fatty acids.

The same is true for a glycerine still where bright and high-grade distillates can be secured only by the use of dry, expanded steam.

As regards the installation of a superheater plant it should be noted that superheating is effected generally by the escaping smoke gases and the superheater which may consist of a plain pipe or a collecting space which is best built in within the first, or between this and the second boiler, so that the heating temperature for the superheater is still sufficiently high.

UNSAAPONIFIED NEUTRAL FAT*

BY DR. G. KNIGGE

In the manufacture of fine soaps the preparation of an unobjectionable base soap is of the greatest significance. The chemical industrial control is obliged to watch constantly that all the conditions which must be demanded of a good base soap are met. This can be accomplished only by a thorough investigation of each batch. Every individual fault which appears in a base soap makes trouble in its own peculiar way. Either difficulties appear immediately at the further working of the soap in the machines, or the soap undergoes changes during a lengthy storage. The troubles which show up during the com-

pletion are want of pliability, formation of scales and blisters, adhering to the press, etc. During longer storage the perfume sometimes changes, or disappears entirely and is replaced by a disagreeable soap odor.

In case of each individual batch are to be determined: the total fat content, the content of free alkali, the salt content; and the content of unsaponified neutral fat. The methods of investigation to be chosen must be adapted to the needs of the industry. They must above all be expeditious, and yet,—without raising the claim to scientific thoroughness—sufficiently accurate. An extremely important determination is that of the finally present unsaponified neutral fat. Even if this does not show itself in a disagreeable way, in fresh soap it soon passes into free fatty acid by splitting. This acts unfavorably on the perfume composition. This may progress so far that the soap becomes unsalable. The finer and more delicate, and therefore the more expensive a perfume is, the greater is the danger of spoiling.

I have used three different methods for determining the unsaponified neutral fat on one soap sample, in order to see whether the simplest one of these methods shows an accuracy sufficient for industrial control. First is the conventional method which determines the unsaponified neutral fat in the "total fat," which arises from the soap, or is prepared from the soap. Then, secondly the separation of the dried soap in a Soxhlet Extractor, and finally, thirdly, the agitation, or shaking out of the soap in the separatory funnel.

In order to compare the results of the first method with those of the two other methods, the content in "total fat" in the soap had to be determined first. The soap sample was in the form of chips dried factory fashion. 5 g. of this were weighed accurately into a small beaker, dissolved in distilled water, and decomposed with dilute sulfuric acid. It was then warmed in the water bath till the fatty acid mixture floated clearly on top. Then the glass was cooled in running water till the fatty acid hardened. The fluid under the cake was poured into a separatory funnel, and the beaker was set on the warmed drying cabinet, till the fatty acid was settled. This was then dissolved in ether, and the solution was likewise poured into the separatory funnel. This was vigorously shaken. After separation of the layers the acid liquid was drawn off into a second separatory funnel and again shaken up with ether. The combined ether solutions were washed with distilled water till the acid reaction disappeared. Thereupon the fatty acid solution was filtered into a weighed little bottle through water-free sodium sulfate. After dispelling the ether the bottle was warmed on the water bath, and then evacuated. The warming in vacuo was repeated several times till equilibrium was reached. The weight of the fatty acid amounted to 4.1400 g., corresponding to 82.80%.

Then followed the investigation into unsaponified neutral fat by several methods.

I. CONVENTIONAL METHOD.

About 20 g of soap were dissolved in a beaker in distilled water by warming, and the solution was decomposed with dilute sulfuric acid. The warming was continued till the fatty acid floated clearly on top. With a siphon the acid water was drawn off, and the fatty acids were washed with hot water repeatedly till the wash-water had a neutral reaction. After draining the last water the mass was warmed a little longer on the water bath in order to drain off the last particles of water. Then the largest part of the fatty acid was cautiously decanted into a small beaker, leaving behind the remnants of drained water, and were allowed to cool in the desiccator (drying chamber). 6 g were accurately weighed into a little bottle, were dissolved in alcohol and,

by adding phenolphthalein were titrated out with $\frac{N}{2}$ potassium hydrate. They consumed 44.8 cc. of $\frac{N}{2}$ lye, from which is computed an acid number of 209.8. This acid number agrees well with the known addition—85% of tallow and 15% of coconut fat.

The bulk of the alcohol was then distilled off, the soap

* From *Zeitschr. d. Deutsch. Öl u. Fett-Ind.* Vol. 44, No. 47.

was taken up with water, and was all rinsed out into a separatory funnel. Then the soap solution was shaken out with ether, the ether solution was washed three times with water and filtered over sodium sulfate into a little bottle. After expelling the ether and drying there was a remnant of 0.0483 g, corresponding to 0.81% of unsaponified and unsaponifiable matter. The saponification number of this mixture was determined to be 180.5. Since the acid number of the total fatty acids was known, the unsaponified material was from this computed to be .037 g, or 0.62%. Besides, however, the unsaponifiable material was determined gravimetrically.

The result of this determination yielded 0.17%. Deducting this from the sum of the unsaponified and unsaponifiable matter, there remained for the former 0.64%.

In order to make possible a comparison of this quantity with the unsaponified matter afterward determined in the soap it was necessary to convert it. This was done by the equation

$$100 : 0.64 = 82.8 : X \\ X = 53$$

The unsaponified neutral fat determined by the conventional method therefore amounted to 0.53% computed for soap.

II. EXTRACTION IN SOXHLET EXTRACTOR.

10 g of soap was dried in form of chips as found. Then it was ground in the mortar, and the fine powder which resulted was further dried at 105° to a constant weight. The loss in weight amounted to 0.8000 g = 8% of water. The dry powder was now mixed with sand and put into a extraction thimble. Both under and over this material was placed a layer of wadding which was washed with ether. Now ether was applied for six hours, for extraction. The dried residue, after dispelling the ether, weighed 0.1070 g, and had a saponification number of 183.5. From this the quantity of saponifiable material is computed to be 0.0935 g, which makes 0.93%.

III. SHAKING OUT IN THE SEPARATORY FUNNEL.

10 g of the soap was powdered and dried exactly as described under II. The loss of weight amounted to 0.8404 g = 8.40% of water. The powder was then put into a separatory funnel and was vigorously shaken up with about 50 cc. of ether. After standing for two hours the ether was drained off from the bottom of the separatory funnel and filtered over sodium sulfate into a weighing bottle. Then the mass was shaken twice more, each time with 50 cc. of ether. These two washings were promptly filtered after 15 minutes. The drawing off of the ether from the separatory funnel passed off quite well. The soap settles in a grainy mass over the hole of the exit cock, and the ether flows off, even though slowly. Hardly any soap is washed down with it. The small quantities which were taken along by the ether, remained in the filter.

After evaporation of the ether the mass was dried. The residue weighed 0.0700 g. Its saponifying number was determined at 180.3. This corresponds to 0.0601 g of saponifiable material, or 0.60%.

The result agrees very well with the conventional method, in contrast with the Soxhlet extraction method. In the industrial control the fat addition of every soap batch is known; likewise the saponifying numbers of the several fat components are ascertained. The determination of the unsaponified neutral fat may then be easily and quickly made by method III. If the soap which is to be investigated is older, and a part of the unsaponified neutral fat has already passed over into free fatty acid, the quantity of this may also be determined in one operation. The acid number and saponification number are then ascertained by the ether extract obtained by the shaking up of the soap. From the former the free fatty acid may be computed, while from the ester number—difference between acid number and saponification number—the unsaponified neutral fat may be computed.

Features to be Found on Other Pages

Readers of the SOAP SECTION may find items of interest in our Trade Notes, as well as in Patents and Trade-marks and Washington and Foreign Correspondence.

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

continues in the hands of the large manufacturers and resellers are generally adhering closely to the first hand price schedule. Shading is occasionally reported, but it is generally rather unimportant.

In imported chemicals and especially in caustic potash, the situation in the primary markets has been rather adverse to buyers here. There is an apparent agreement among German sellers to maintain an adequate level of prices and they are able to do so by the considerable improvement in their financial status during recent months. There is little reason to anticipate any easier trend in either caustic potash or the carbonate. In fact, considerably firmer prices would surprise no one in the local trade should there be a resumption of inquiry on a broader scale. Other standard soap making chemicals have been quiet with but little of interest taking place in their markets.

Other Soap Materials

The rosin market continued its upward trend during the month under review. The production has not been able to catch up since the unfavorable weather of mid-winter and receipts, while heavy, have not materially added to the stocks of rosin held at Southern points. Meanwhile, export call has been brisk and all grades with the exception of "Betsy" have advanced by varying differentials during the month. Call from abroad has been largely for the superior grades of goods with types from "Mary" to water white in by far the heaviest demand and also showing the strongest price trend here. Other soap materials have been quiet. Starch is lower. Oils are generally easier with little business being done in any of them.

Palmolive's View of Newspaper Advertising

Charles S. Pearce, president of the Palmolive Company, in an article in *System* describes the policies on which its business was built. Here are two paragraphs from his comments on newspaper advertising:

"The returns on any given advertising rarely come altogether in the month or even the year when it appears. Nor is it likely that all the legitimate returns will ever come without other advertising in other months and years. Advertising men put it briefly when they say advertising effects are cumulative; and we believe there is no sounder principle. "All our advertising, therefore, has been planned and carried through according to a fairly consistent scheme covering many years. We don't suddenly increase it, for the same reason that a general doesn't send a single small contingent far out ahead of his main battle line. It would be an inadequate enterprise, inevitably. We do not suddenly decrease it because we believe that would cost us the returns, not only on the advertising immediately involved, but, in considerable part, on much that had gone before."

Potash Leases Issued in United States

Permits and leases to mine potash on the public domain total 483, covering 1,092,873 acres, up to March 23, 1926, according to an announcement made by the Interior Department. Terms of the potash permits and leases provide for an initial investment of approximately \$2,926,000 and the payment of royalty to the government.

France's Vegetable Oil Industry

The Bureau of Foreign and Domestic Commerce has recently published a Trade Information Bulletin entitled the "Vegetable Oil Industry of France." Copies may be obtained by interested parties upon application at the Bureau or any of its district or cooperative offices.

Economy!

Secretary: Shall I put a stamp on this letter now, sir?
Economy "Cal": Yes, but just a minute; here's another—no use sticking out your tongue for just one stamp.—*Silent Partner.*

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal)

The tone of the market has been practically unchanged for the last ten days.

The contract quality of New York Extra grade Tallow can be quoted 9c and outside Extra Tallow has been selling at 8 $\frac{3}{4}$ c loose delivered.

Prices in the Middle West and at western points are steadier and comparatively higher than in the East.

Greases are relatively higher and stronger than tallow with good quality house grease at 8 $\frac{1}{4}$ -8 $\frac{3}{4}$ c loose.

Trade demands have been slack, helping to make the situation a buyer's market. Low grade stocks have held up firmly largely due to the persistent purchases for shipment to Cuba which has produced a paradoxical condition of high acid light brown grease selling basis Chicago at practically the same price as good quality tallow in New York.

April 11, 1925

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal)

Since our review of March 13, the Glycerine market, as a whole, has become somewhat firmer. Dynamite is firmly held at 18 $\frac{1}{4}$ cents, as a minimum, and in some sections it is impossible to buy at under 18 $\frac{3}{4}$ cents. The price for Chemically Pure, so far as quotations over the counter are concerned, remains at 19 cents in bulk, and there is some business passing at that figure, although the conditions surrounding the carload trade still prevail. The tobacco people have been very large buyers and such business has been taken on a very narrow margin owing to the keen competition involved. The manufacture of soap is said to have fallen off considerably and for that reason the production of Glycerine has been reduced; in consequence, the lightness of the demand has been offset by the curtailing of the output and no excess stocks are believed to exist. The foreign market has been higher than ours and while today it is a little easier it is still above the parity of the domestic price. Refiners are continuing to look forward to an improvement in the demand, which, it is quite likely, will occur, but consumers profess to expect accumulations of stocks sufficient to hold down the price, and perhaps reduce it.

April 9, 1925.

W. A. STOPFORD.

VEGETABLE OILS

(Written Specially for This Journal)

Soap makers have been buying vegetable oils on a comparatively small basis and mostly for nearby delivery. Practically no large trading has recently been done for forward shipments. While coconut oil, palm oil, palm kernel oil, olive oil foots and most of the vegetable oils are in an unsteady position just now, it would not be surprising to see the market take a sudden change upward, should any buying develop. Primary markets are steady to strong.

It is interesting to note that cotton seed oil remains steady. Cotton oil, even in view of the decline of other

oils, has been well maintained and this is largely due to the lard compound, or rather the lard situation.

Stocks of lard in Chicago are large, but the receipt of hogs for slaughtering during the first three months of this year was very small. It is believed by many that the falling off of hog slaughtering during the first quarter of this year will soon create a shortage of lard and that this will naturally bring on a demand for lard compound. If the price of lard holds up, as is predicted by many, it is very probable that cotton seed oil will remain at its present level.

April 9, 1925.

A. H. HORNER.

INDUSTRIAL CHEMICALS

The market has been dull. Manufacturers and dealers alike are complaining of the spot situation. Shipments of alkali against standing contracts, on the other hand, have been very good. Few of the soap manufacturers are behind in their quotas and deliveries are being ordered out steadily enough, especially by the larger buyers. The spot market

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 8 $\frac{5}{8}$ c. Edible, New York, 10 $\frac{1}{2}$ c. Yellow grease, New York, 8 $\frac{5}{8}$ c. White grease, New York, 9 $\frac{1}{4}$ c.

Rosin, New York, April 11, 1925.

| | | | |
|--|-------------------|-------|-------------------|
| Common to good | 7.95 | I | 8.45 |
| D | 8.00 | K | 8.80 |
| E | 8.10 | M | 9.20 |
| F | 8.20 | N | 9.45 |
| G | 8.30 | W. G. | 9.55 |
| H | 8.40 | W. W. | 10.60 |
| Starch, Pearl, per 100 lbs. | \$3.97 | @ | |
| Starch, Powdered, per 100 lbs. | 4.07 | @ | |
| Stearic acid, single pressed, per lb. | .13 $\frac{1}{2}$ | @ | |
| Stearic acid, double pressed, per lb. | .14 $\frac{1}{2}$ | @ | |
| Stearic acid, triple pressed, per lb. | .16 $\frac{3}{4}$ | @ | |
| Glycerine, C. P., per lb. | | | .19 |
| Glycerine, dynamite, per lb. | | | .18 $\frac{1}{4}$ |
| Soap lye, crude, 80 per cent, loose, per lb. | | | .12 $\frac{1}{4}$ |
| Saponification, per lb. | .13 $\frac{1}{2}$ | @ | |

Oils

| | | | |
|---|-------------------|--------|-------------------|
| Cocanut, edible, per lb. | .12 $\frac{1}{4}$ | @ | |
| Cocanut, Ceylon, Dom., per lb. | .10 | @ | |
| Palm, Lagos, per lb. | .09 $\frac{1}{8}$ | @ | |
| Palm, Niger, per lb. | .08 $\frac{3}{8}$ | @ | |
| Palm, Kernel, per lb. | .10 | @ | |
| Cotton, crude, per lb., f. o. b., mill. | .09 $\frac{1}{8}$ | @ | |
| Cotton, refined, per lb., New York | .11 | @ | |
| Soya Bean, per lb. | .13 $\frac{1}{4}$ | @ | |
| Corn, crude, per lb. | .12 $\frac{1}{2}$ | @ | |
| Castor, No. 1, per lb. | .16 $\frac{1}{2}$ | @ | |
| Castor, No. 3, per lb. | .16 | @ | |
| Peanut, crude, per lb. | .13 | @ nom. | |
| Peanut, refined, per lb. | .16 $\frac{1}{2}$ | @ | |
| Olive, denatured, per gal. | 1.20 | @ | |
| Olive Foots, prime green, per lb. | .09 $\frac{1}{4}$ | @ | .09 $\frac{1}{2}$ |

Chemicals

| | | | |
|--|-------------------|---------|-------------------|
| Soda, Caustic, 76 per cent, per 100 lbs. | 3.20 | @ 3.20 | |
| Soda Ash, 58 per cent, per 100 lbs. | 1.38 | @ 1.45 | |
| Potash, Caustic, 88@92 per cent, per lb., N. Y. | .07 $\frac{1}{8}$ | @ | .07 $\frac{1}{4}$ |
| Potash Carbonate, 80@85 per cent, per lb., N. Y. | .05 $\frac{1}{2}$ | @ | .06 |
| Salt, Common, fine, per ton | 15.00 | @ 24.00 | |
| Sulphuric acid, 60 degrees, per ton | 9.50 | @ 11.00 | |
| Sulphuric acid, 66 degrees, per ton | 14.00 | @ 16.00 | |
| Borax, crystals, per lb. | .04 $\frac{3}{4}$ | @ | .05 $\frac{1}{4}$ |
| Borax, granular, per lb. | .04 $\frac{3}{4}$ | @ | .05 $\frac{1}{4}$ |
| Zinc Oxide, American, lead free, per lb. | .07 $\frac{7}{8}$ | @ | .08 $\frac{1}{4}$ |

